

PRINTER'S INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XVII. NEW YORK, OCTOBER 14, 1896.

No. 2.



A Good Launch

gets there every time — a good launch in business
also gets there with proper publicity.



Street Car Advertising



is the best kind of publicity — and we can show
you how to do it!

Geo. Kissam & Co.
253 Broadway, New York



Thrown Away is the money of any advertiser who tries to reach the country people in publications other than the *local weeklies*. Some people don't think so, but after one or two years of experience they will be likely to wish they had.

The sun rises in the East, and that's the place to look for it early in the morning. It sets in the West, and the West is the place to find it in the afternoon. There is an equal amount of reason in seeking the country people through their own local publications. In fact, it is the only way of finding them.

ATLANTIC COAST LISTS.

1,600 local papers.
Reach 1-6 of all the country readers of the U. S. every week.
One order, one electro does the business.
Catalogue for the asking.

ATLANTIC COAST LISTS, 134 Leonard Street, New York.

PRINTERS' INK.

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ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

Vol. XVII.

NEW YORK, OCTOBER 14, 1896.

No. 2.

ADVERTISING A LOCAL STORE.

This article deals with the advertising that is being done for a store employing eight salespeople, carrying a stock of about \$10,000, consisting of dry goods, men's furnishing goods and household goods, etc. The size of the store is 50 x 80 feet. It is situated on a prominent street, about four miles from the business center, in Chicago.

My advertising is done with what is commonly known as handbills. There are several reasons why handbill advertising is not, as a rule, successful. The bills are usually poorly printed and unattractive; they offer no inducements. Assuming that this condition does not exist, the circulars are usually not distributed properly, and do not reach the people. My handbills are printed carefully and properly. As much care is taken in their preparation as would be taken were the ad to appear in the best newspaper.

I aim to reach the people in the immediate vicinity of the store. "Our district" takes in a radius of about five blocks, with the store as a central point. In this district we have found that about 4,000 families reside, and we print 4,000 handbills. At present we advertise special sales twice a week. We have one on Thursday, for which we distribute circulars on Wednesday. The other sale covers Saturday and Monday, and the circulars are sent out on Friday. For the Thursday sale we use a one-eighth sheet, 28 x 42, print paper, 4,000 of which we have printed and folded once at a cost of \$7.50. For the other sale we use a one-quarter sheet, and pay \$12 for the lot. These are folded twice, placed 100 in a package, turned oppositely, and tied in bundles of 1,000. The foldings cost \$1, but it is necessary. It makes the bill easier to handle, saves time and improves its appearance.

Distribution is a vital point in circular advertising. I use four boys, two

on each side of the street, and send a young man who can be depended upon, out of the store, to watch them; he never leaves them while they are out; we know that they go into every house. The boys are instructed to leave circulars in the rear of houses instead of the front, wherever possible; to go up-stairs in flat buildings; always to put the circular under the door in the house; never more than one in one place. The penalty for violating these rules is a discharge. We pay the boys 60 cents a day—total, \$2.40.

One of the reasons why our advertising is successful is due to the fact that we are truthful—that we advertise facts. Our "ads" call for bargains, and people get bargains when they come for them. I find it necessary to give people inducements in order to make them trade here, in preference to going down town to larger stores, with bigger stocks. It pays to give people bargains. It makes trade, and enough trade will make money for any man. The woman who comes for the bargain items only, probably half a dozen times, will eventually come for other goods.

For months after starting advertising results were unsatisfactory. It took people time to find out that my ads were different from those usually distributed. If I had been discouraged I would have dropped my efforts, but "keeping everlastingly at it brought success." Now, people call at our store every week and complain because they do not get our circulars, and "didn't know we were selling such-and-such so cheap" until their neighbor spoke of it. We see that they do not complain a second time.

Our customers comprise a mixture of nationalities — German, Bohemian, Irish, Polish, with a liberal allowance of Americans. In many cases the children read the "ads" for the parents. Some of our best advertising is done by the early visitors at our sales,

who take their bargains home and exultantly display them to others, who come for similar goods, and others incidentally. This is a common occurrence.

The number of articles to advertise has always been an undecided matter. I believe that, as a rule, eight articles will be likely to produce more buyers than two, yet I have known instances of where one particularly good article has succeeded in bringing more customers than a bill containing a dozen. On a small bill I generally mention in detail about twelve items, two or three of which will be more prominently displayed than the others. On a large one-quarter sheet I advertise from fifteen to forty articles. It ought hardly to be necessary to say that goods are advertised when there is most likely to be a demand for them. We use a distinct color of paper, so that whenever a person sees that circular anywhere he knows it's B——'s. We have never varied the color since starting in business. Goods advertised are always prominently displayed, with large price tickets.

In conclusion, advertising a local store is a problem each man must work out for himself. The writer on starting in business, in a neighborhood that enjoyed three stores, two of which advertised spasmodically and poorly and one that did not advertise at all, laid his faith in his ability to advertise his way to success. With the poorest location of the four stores, with a stock half as large as any of the other three, the battle of advertising began. To-day two of the concerns are out of existence; my store is the best of the two that are left, and I honestly believe that I do at least fifty per cent more business than my competitor, who has been in the vicinity nine years to my two and one-half.

Advertising did it.

C. B.

The foregoing story is written by the proprietor of a successful "local store" in Chicago. It advocates a kind of advertising that is generally decried and deprecated, but which in this instance appears to have met with a fair measure of success. PRINTERS' INK solicits more "experiences" of retailers in regard to advertising stores local to their own neighborhoods. For previous articles in this series see PRINTERS' INK of September 16th and October 7th, 1896.—[Ed. P. I.]

BIG NEWS-STANDS IN NEW YORK.

Although tucked away in nooks and corners of buildings and corridors and under "L" stairways in New York, the news-stands of the metropolis yield relatively as high a rental as a skyscraper fronting on Broadway. No business in the city so forcibly exemplifies the money value of cubic inches of space in overcrowded New York. There are about three thousand of these stands in the city, and those the best situated to catch the traffic pay rents that reach into the thousands. The trade is small in individual transactions, but enormous is the aggregate. Here are the twenty best paying news-stands and the prices their owners pay for privileges at the respective points:

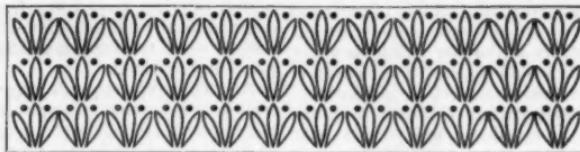
In Arcade Building.....	\$8,000
In Astor House.....	7,500
S. e. cor. 8th ave. and 16th st.....	4,000
S. w. cor. 8th ave. and 135th st.....	3,500
S. w. cor. 6th ave. and 33d st.....	3,500
S. w. cor. Broadway and 34th st.....	3,500
S. w. cor. Columbus ave. and 75th st.....	3,500
Opposite Cooper Institute.....	3,500
S. e. cor. Chambers and Church sts.....	3,000
N. w. cor. Columbus ave. and 104th st.....	2,500
N. w. cor. Columbus ave. and 72d st.....	2,500
N. w. cor. 6th ave. near 82d st.....	2,500
Columbus ave. near 82d st.....	2,000
N. w. cor. Columbus ave. and 93d st.....	2,000
N. w. cor. 6th ave. and 14th st.....	2,000
N. w. cor. 6th ave. and 42d st.....	2,000
N. e. cor. 3d ave. and 14th st.....	2,000
S. e. cor. Park place and Church st.....	2,000
S. e. cor. 6th ave. and 36th st.....	2,000
N. e. cor. Amsterdam ave. and 72d st.....	2,000
Total.....	\$63,500

It is only of comparatively recent date that the stands commanded such high prices.—*N. Y. Journal, Oct. 4.*

NEWSPAPER AND MAGAZINE NAMES ILLUSTRATED.



"THE SPIRIT OF THE TIMES."



..... READ

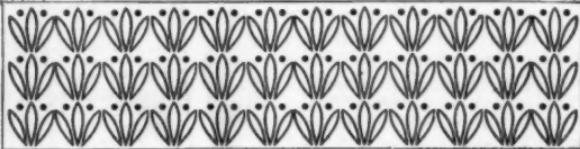
THE SUN

..... NOW

No man who loves his
country can afford to
disregard its teachings.
Every man possessed of
intelligence and means
≈ ≈ ≈ reads ≈ ≈ ≈

THE SUN

NEW YORK



THE TRACING OF RETURNS.

By John Z. Rogers.

There is probably no important element of advertising which is regarded from so many and so radically different standpoints as the one which on many accounts would appear to be the most vital—namely, the tracing of returns.

Some advertisers condemn a publication as worthless unless they hear directly from it, even though their ads are not keyed nor even arranged in such a way as to render the slightest aid in tracing returns.

Many advertisers watch carefully every possible avenue that will give them any information in tracing returns, while others are utterly indifferent to the subject.

In this connection I am reminded of the following remark made to me a few years ago by Mr. Harding, who manages the advertising for Humphreys' *Specfics*:

"We make no effort whatever to trace returns. We are satisfied that ad advertising pays and let it go at that. We are so thoroughly satisfied that our advertising appropriation is increased each year by amounts of five figures."

Any advertiser will find it an almost impossible task to trace direct returns unless he advertises a booklet, illustrated catalogue, a souvenir of some kind or something similar given free or for a small sum. Even then he must not draw too hasty conclusions. Only a small percentage of readers mention the publication in which they saw the ad when they answer it.

I believe as the result of careful observation that people representing the masses, those who read the cheaper publications, mention the publication in answering ads much more than the so called upper classes who read the high-class newspapers and magazines. For this reason a medium yielding one return a week may be doing the advertiser more good than one bringing a return each day.

Yet in spite of this argument it is of course foolish to think that a medium is read by the lower classes if it "pulls" strong. The careful tracer of returns will scrutinize the stationery and handwriting of those who reply to his ads, and form his conclusions accordingly.

It is not the medium that brings replies that is valuable, but the one that brings customers.

Dr. John H. Woodbury has been in a certain daily paper for over a year

and has heard from the advertisement only at rare intervals. A short time ago he inserted in this paper a small notice offering something free on request, and the next day seventy-seven postals were received mentioning the paper in question.

All of Dr. Woodbury's large ads are well keyed by announcing that a 132-page illustrated book and a sample cake of facial soap will be sent for ten cents. I think this a good key because it calls for an amount of money which, though comparatively small, is not sent an advertiser by the average reader of a low class publication. If the reader will send ten cents on seeing the ad he is a possible customer after he has read the 132-page book, but the same cannot be said of him who sends a postal in order to get something for nothing.

Last spring I was in doubt regarding the value of a certain monthly fashion paper. We were running a column each issue and had been for some time, but the returns were hardly what we had reason to expect considering the circulation that was claimed for it.

Taking advantage of the fact the paper was read by women, I changed the key in the next ad, and instead of including both the book and sample cake of soap for 10 cents, in the same manner as formerly, made it read like this:

"Send ten cents for a 132-page illustrated beauty book. If you mention this paper a sample cake of Woodbury's Facial Soap will be included free."

This little catch was surprising in its results, and for about two weeks after the issue appeared we received six or eight replies a day instead of one or two as formerly.

BUSINESS TERM.



"THERE'S MONEY IN IT."

Quality

THE OREGONIAN
IS THE ABLEST
EDITED PAPER
ON THE PACIFIC
COAST. IT IS A
GREAT
NEWSPAPER.

Quantity...

IT COVERS A
WIDE FIELD, AND
IT COVERS IT
WELL. IT HAS
GOOD READERS
AND A LOT OF
THEM.



THE OREGONIAN

Daily,
Sunday and
Weekly
Editions.

IS FOR HONEST MONEY;
IT HAS HELD THE PACIFIC
COAST TO THE DOCTRINE
OF SOUND FINANCE.

ITS FIELD

	Population
PORTLAND (OFFICIAL)	81,342
PORTLAND'S SUBURBS	17,800
STATE, OUTSIDE OF PORTLAND (APPROX.)	275,000
WASHINGTON	375,000
IDAHO	100,000
WESTERN MONTANA	90,000
BRITISH COLUMBIA	100,000
TOTAL	1,039,142

E. G. JONES,

IN CHARGE OF ADVERTISING.



The S.C. Beckwith Special Agency,

Sole Eastern Agents,

Tribune Building,
New York.

The Rookery,
Chicago.

NEWS ITEM.

Bert M. Moses and C. Dan Helm have formed a partnership for the purpose of writing and illustrating every kind of good advertising matter. The firm name is Moses & Helm, and their office is at 111 Nassau street, New York City.

HISTORY.—Bert M. Moses has just resigned his position as chief assistant to Mr. Charles Austin Bates. In that capacity he has been regularly attending to the advertising of nearly one hundred business houses. He has been advising and writing and planning for many of the bright men in different branches of the commercial world. He has had close relations with a number of the largest and shrewdest advertisers.

Mr. Moses has been in the newspaper and advertising business all his life. He has had active, constant experience. He knows the kinds of advertising that are good, and he knows the kinds that are bad.

Mr. C. Dan Helm is well known to the business world as "the best business artist in the United States." He has been persistently advertised as such. For over two years he has been at the head of Mr. Charles Austin Bates' art department. During that time he has probably drawn more illustrations for business purposes than any other living artist.

There are character, clearness, individuality and attractiveness in Mr. Helm's work. He combines the rare virtues of business sense and artistic judgment. He knows that business illustrations must be artistic, but he does not become so absorbed in art that he forgets about the business part of a picture. Mr. Helm is equally clever in wash drawings and pen and ink work. He is capable of the very best productions in either line.

WORK WANTED.—We are ready now to give advertisers a high-toned, strictly first-class service. We have the ability and the desire to serve them more satisfactorily and more promptly than anybody else can serve them. Nobody, at any price, can surpass our work. We believe nobody can equal it.

We are just starting on "our own

hook," but our years have been crowded with advertising experience and knowledge. We are competent to undertake any advertising task in our line, from an elaborately illustrated catalogue to a two-line ad. We are competent to give valuable advertising advice—to plan—to suggest—to write—to illustrate.

In a short time we shall issue much high-class printed matter relating to our own business, and of course shall want a list of names to which to mail our booklets, circulars, cards, etc. With that end in view, we invite every reader of *PRINTERS' INK* to write to us. We shall, of course, be glad to have orders for work right away. We have time now to give our patrons extra good service. But, in any event, write to us. Ask all the advertising questions you care to. We shall be pleased to quote prices on any kind of work.

We want to say again that our work shall be the best work. We shall give it our individual attention. We propose to make all the money we can by helping other people make money. We not only *think* we can do it—we *know* we can do it, because we *have* done it.

Our prices will be less all around than have been asked heretofore for the same class of work.

Until further notice we will write an eight or twelve-page booklet for ordinary retail lines for \$12.50. For \$18.50 we will write the same-sized booklet for general advertisers. These prices include a specially drawn original illustration for the cover. The designs will not be "stock cuts"—we have none. They will be the personal work of our Mr. Helm. They will be a credit to the man for whom we are working, and they will be a credit to us. After this offer expires, the designs alone will cost as much as we ask now for both the writing and the illustrating. The above are cash prices. We reserve the right to decline any order and to return the money sent us.

We want to hear from retail and general advertisers who desire nothing that is a shadow short of the best

C. DAN HELM.

BERT M. MOSES.

111 Nassau street, New York City.



“The Item’s” BIRTHDAY

The great Philadelphia Newspaper
enters on its 50th year.

ON September 25th the PHILADELPHIA “ITEM,” Daily, Sunday and Weekly, entered on its 50th year, more prosperous than at any time in its history, and with an average circulation of over 200,000 copies every day in the week.

Philadelphia papers are evidently very proud of the “ITEM,” and we take pleasure in reproducing some of their kind expressions:

HON. CHARLES EMORY SMITH, the distinguished editor of the *Press*, writes: “We congratulate our evening contemporary, THE ITEM, on having reached the semi-centennial of its first publication. It was just fifty years old on Friday, but with all this accumulation of years, THE ITEM has yet to show any indications of lessening vitality as a news disseminator. On the other hand, it now enjoys a degree of prosperity unequalled in its career. Its vigorous and enterprising management has kept it in close touch with its readers, and to-day it has a large and increasing patronage. We wish THE ITEM continued success in the years to come.”

COL. A. K. MCCLURE writes in the *Times*: “A very successful newspaper. . . . Recognized as one of the established institutions of the city.”

“As sprightly as ever. . . . As a newspaper THE ITEM has long been pre-eminent in equipment and alertness, having built up a large constituency.”—*Record*.

“Fifty years! A patriarchal age. . . . Conducted with more enterprise than at any period of its long life. THE ITEM has made its way in the journalistic world by the enterprise which compels success.”—*Ledger*.

“THE ITEM has always been an original paper. It has an enormous clientele, which, in a large measure, is wholly its own.”—*Telegraph*.



ASK ME THREE QUESTIONS

I charge from \$10 to \$100 for a letter of advice about advertising. That seems a good deal to those who do not know what I do for the money.

I wish to increase my acquaintance with merchants and manufacturers whose business is important enough to justify the employment of the best—the very best—effort in my line. For the purpose of doing this I now offer to answer explicitly and completely (without charge) three (3) questions which any advertiser wishes to ask me about advertising his own business.

The questions must be definite and not general, sweeping queries covering the whole subject. They must be plainly expressed and give full information as to present and past efforts and results.

I shall endeavor to make my answers as valuable as if I were paid for them.

Charles
Austin

Plans, Advice,
Writing and Illus-
trating for Advertisers,

Vanderbilt Building, N. Y.

..? Three Points

That are considered by every
Judicious advertiser are: : :

CIRCULATION
— RATES AND
ATTRACTIVENESS.

...THE...

CHICAGO DISPATCH

(BY JOSEPH R. DUNLOP)

Reaches the masses in and about Chicago.
Its circulation is

—70,000 COPIES DAILY—

Its advertising rates are cheaper in proportion to circulation than any other Chicago paper. It is attractive, because it is independent, fearless and thoroughly up to the times in gathering the news.

Write for Rates.

HOME OFFICE:

EASTERN OFFICE:

517 Temple Court,

NEW YORK.

115-117 Fifth Avenue,
CHICAGO.

"An advertiser is entitled to know just what he is getting for his money."

4th OUT OF 206

"PRINTERS' INK" says

**THE AMERICAN
FARMER**

is FOURTH in a class of two hundred and six agricultural publications in the United States, with a circulation of

**100,200
COPIES MONTHLY**

THE AMERICAN NEWSPAPER DIRECTORY guarantees these figures, with a forfeit of \$100 if proven false. This should be convincing argument to you that your list for Fall and Winter advertising is not complete unless you see to it that we are on it.

RATES.—It costs but ONE-HALF A CENT PER LINE PER THOUSAND for a trial order—way down on time contracts or for space.

Address **THE AMERICAN FARMER,**
Or **BYRON ANDREWS, Mgr. Branch Office, Washington, D. C.**
WORLD BUILDING, NEW YORK CITY.

The Best of the New States is
WASHINGTON,

Because Nature has done most for it.
The Best City in Washington is
TACOMA,



Because it has the largest
Local and Ocean Trade,
The Most Factories,
Best Railroad Terminals,
A Line of Trans-Pacific Steamers,
Biggest Wheat Warehouses,
Largest Coal Bunkers, and
Most Progressive People.



The Best Newspaper in Tacoma is

THE LEDGER

It has the Best Equipped Office
in the State.

Prints the Most News, and has the Largest
Circulation.

Everybody Reads it.





**\$5,000
Reward**

to the first person proving below statement false

Montreal La Presse

Circulation for July, 1896—Daily.

THE S. C. BECKWITH SPECIAL AGENCY, New York: MONTREAL, August 6, 1896.
SIRS: Please find inclosed a detailed statement of "LA PRESSE" July circulation.
I have the honor to be, yours truly,
T. DETHIAUME, Proprietor, "LA PRESSE".

July 1...	52,238	July 12....	—	July 23....	51,928
2...	52,304	13...	52,212	24...	52,104
3...	52,427	14...	52,196	25...	57,606
4...	57,964	15...	52,154	26...	—
5...	—	16...	52,273	27...	51,227
6...	52,176	17...	52,346	28...	51,158
7...	52,199	18...	57,936	29...	51,360
8...	52,207	19...	—	30...	51,470
9...	52,345	20...	51,771	31...	51,668
10...	52,436	21...	51,862		
11...	57,075	22...	51,043	Total,	1,427,473

52,870
Daily
Average.

Weekly Edition

2.....	21,250
9.....	21,250
16.....	21,250
23.....	21,100
30.....	21,100
Total,	105,950

21,190
Weekly Average.

Minimum average for 12 months ending June 30, '96:

Daily, 51,427. Weekly, 21,920.

Greatest Daily Circulation in Canada and Lowest Rates.

NO ADVERTISER IS ASKED TO "GO IT BLIND" IN THIS PAPER.



THE S. C. BECKWITH SPECIAL AGENCY



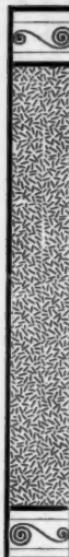
THREE are few papers that more thoroughly represent the cities in which they do business than the

**CHICAGO
TIMES - HERALD**

and the

PIQUA CALL



A PAGE FROM OUR BOOK**“RULES FOR ADVERTISERS”**

PULLING QUALITIES.—Select papers that have a reputation for pulling. Advertise in them first — experiment afterwards. Boyce's Big Weeklies pull.

COUNTRY TOWNSPEOPLE.—There are 35,056,681 country townspeople. Small merchants don't keep a variety. Townspeople are used to ordering goods by mail. They are buyers — we reach them.

MAIL ORDER ADVERTISING.—Mail order advertisers know what papers pay. Watch the papers they use and you can learn to pick the winners.

TEST ADS.—You can't wait for monthlies for testing an ad. Takes too long — season half over before you know results. Try Boyce's Weeklies — results come quick.

A PECULIAR CLIENTELE.—We don't reach city people, they read dailies. We don't reach farmers, they read agricultural papers and local country papers. Our whole circulation is to country townspeople—a peculiar clientele that no other papers have. You can't reach country townspeople with dailies or agricultural papers. Try big weeklies for general circulation.

OUR CUSTOMERS.—In another place we print the names of a few of our customers—good crowd to be in. They don't jump at conclusions — they consider carefully every paper they use.

BOYCE'S BIG WEEKLIES

BLADE

LEDGER

WORLD

LEDGER

WORLD

BLADE

WORLD

BLADE

LEDGER

500,000 COPIES WEEKLY.

\$1.60 per Agate line. No Discounts.

W. D. BOYCE CO., 115 Fifth Avenue, Chicago.

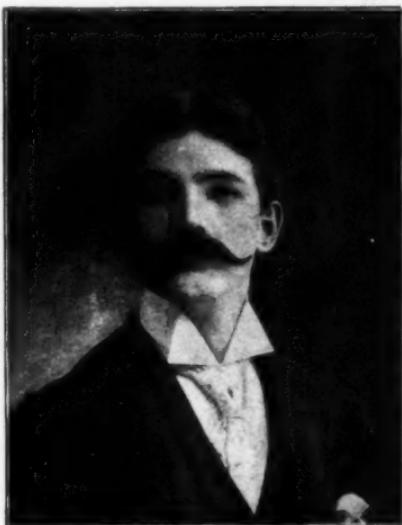
"STERLING" ADVERTISING.

THE PHRASE, "BUILT LIKE A WATCH," AND ITS MEANING—HOW \$75,000 WAS SPENT THIS YEAR—THE VALUE OF MAGAZINES—ILLUSTRATIONS VS. SHORT ARGUMENT—ADVERTISING SIMPLY INFLUENCES AN EXISTING DEMAND.

In the issue of PRINTERS' INK for June 17th I read a sharp criticism of the catch phrase, "built like a watch," which the Sterling bicycle people have used in nearly all their advertising. In another part of the same issue it is referred to as "a funny phrase." Now, it has never struck me as funny or anything else except exceedingly apt, so I went in to see what Mr. D. H. Howard, the Sterling ad man, had to say in its defense, and incidentally to find out something about the Sterling advertising.

As soon as I got inside the door of Mr. Howard's office he had the issue of PRINTERS' INK to which I have referred ready for me, and I hardly needed to ask him what he meant to imply by the catch phrase that seemed so displeasing to other people.

"I cannot see anything funny or ridiculous about it," said he. "No one can possibly misconstrue it. Every one knows how a fine watch is built—the fine materials used, the skillful workmanship and the accuracy of each part so that the whole works together without friction anywhere. That is the point that the phrase brings out with regard to Sterling bicycles. As for the word 'built,' it is correct, whether one speaks of a watch or a bicycle. To build is to construct and to construct is to put together. Certainly bicycles and watches too are put together."



D. H. HOWARD.

"How long have you had charge of the Sterling advertising?"

"I took charge in October, 1895, after Mr. E. A. Wheatley left Chicago and went to New York. Before that time we never had a separate advertising department. Mr. Wheatley wrote the ads for us and Mr. Dickerson attended to the other details. I have had entire charge of all this year's publicity and think it has been very successful. With a limited appropriation we have done more than some firms with two or three times as much money to spend."

"To what do you attribute that?"

"To the fact that there has been very much less waste with us. We studied the field carefully and the mediums in the field, and then chose only those that seemed to be the very best for our purpose."

"How much did you have to spend?"

"About seventy-five thousand dollars."

"Where was it spent?"

"In catalogues, the trade papers, newspapers, magazines and in advertising novelties, lithographed

hangers, posters, etc. And in the Sterling poster we undoubtedly have the hit of the season. These have been generally posted in all the principal cities of this country and largely abroad."

"How much went into the magazines?"

"Fifteen to twenty thousand dollars, and almost exclusively in quarter-pages. I have not deemed it advisable, taking into consideration the immense amount of bicycle advertising in the larger general mediums, to use less than a quarter page, and in most cases of this kind we have used full pages. Nine times out of ten, if less

than a quarter-page space be utilized in these media, it is lost in the confusion and the money wasted."

"What class of mediums have you used?"

"Principally the higher class. We manufacture but one grade of wheel, which sells for \$100."

"You regard quality of circulation as of more importance, then, than quantity?"

"Yes; I consider quality of circulation of first importance, though quality and quantity are essential."

"Do you key your ads?"

"Not as a rule, though I do in some cases."

"Can you tell which magazines have paid you best?"

"Not definitely."

"If you do not key your ads how do you tell which mediums are paying you?"

"To a great extent from the re-

quests for catalogues where mention is made of the medium in which the ad was seen. I do not, however, regard keying as necessary or infallible by any means."

"Do you find that these requests for catalogues develop into sales, or that any great proportion of them do?"

"We cannot tell exactly. Where request for catalogue is made our course usually is to forward the name to our agent in that particular locality on receipt, and he does the rest. The name also goes on file in our office and additional matter is sent from time to time."

"Do you use any of the illustrated weeklies?"

"About all of them more or less."

"The daily papers?"

"Yes, to a considerable extent."

"Do you do anything to help your agents sell the Sterling besides sending them any requests you may receive from people in their territory?"

"Oh, yes. Often-times we share with the agent the expense of space in local papers, besides furnishing him with electrotypes and matter necessary for the proper execution of the advertising. Then, too, we furnish him with a generous supply of catalogues, booklets, hang-ups, posters and advertising material in general."

"You use illustrations always in your advertising, do you not?"

"No, not always. I am a firm believer in illustration—that is, good illustration—but I also believe that illustrated ads soon lose their force if persisted in too long. I think there should be a change to the 'brief argument' style. Either style is good, but I am inclined to think that, intrinsically, the short argument, to the point, with proper typographical treatment, is the better in the long run."

"I notice that you do not state prices—why?"



THE STERLING POSTER.

"No particular reason. It does not make a great deal of difference. I dwell upon the excellent features of the machine, and upon its reputation, and it sells the wheels."

"Do you believe that advertising of itself can sell wheels?"

"Hardly. It must be followed up by talk and convincing argument, more perhaps than can conveniently be placed in the ad."

"Do you think that advertising puts the reader into a disposition to buy?"

"No; he already has made up his mind to buy, but is influenced more or less by the ad."

"Then bicycle advertising appeals solely to those who already have made up their minds to buy some wheel?"

"I think so almost exclusively."

"Is this more true of bicycles than of other lines?"

"Decidedly so."

"Are you going to increase your advertising appropriation next year?"

"I can't say as yet."

"I understand that you intend to make some changes in your advertising policy, though?"

"We expect to do so to some extent. We shall probably lessen the amount expended in the magazines and increase our newspaper work. Get the advertising down to the particular fields instead of spending so much over the whole country. We can do this next year, for there will not be nearly so much competition from the small manufacturers. They have stood the pace this year, but they cannot stand it much longer, as the numerous failures among them are testifying."

ARTHUR B. CHIVERS.

NEWSPAPER AND MAGAZINE NAMES
ILLUSTRATED.



CHEAP ADVERTISING.

The only question involved in advertising is this:

Will this advertising I am about to do bring results? If it does not, then it is too expensive, no matter what the price paid for it. In determining what advertising medium to use, the question of price is of secondary importance. Cheap advertising is the last thing a judicious merchant wants.—*Louisville Courier-Journal*.

STUDY SUCCESSFUL EXAMPLES.

Examine the methods of your rival who has achieved a quick success. You may learn something. Be candid enough to admit to yourself that you do not know it all, and study the successful examples.—*Keystone*.



THE advent of the evening edition of Mr. Hearst's *Journal* was heralded by the appearance of several attractive posters. The one here reproduced has elicited the most attention. The combination of extreme youthfulness and extreme foppishness has proved well-nigh irresistible to the risibilities of many people.

THE HOME CIRCLE

A paper the father or the brother, the son or the husband may read incidentally in the street car or suburban train or in the office is to advertisers of little consequence compared with a paper that is read by the mothers, sisters, wives and daughters in the home.

They are the purchasing committee of the household, and they look in their favorite journal for trade announcements that shall guide them in their buying.

Their favorite journal must possess undoubted character, presenting in the crispest, brightest and most interesting form its news, its editorials and its miscellany, and it must exclude from its advertising columns everything of an objectionable character.

Only a paper of this kind can secure the confidence of the family circle. Such a paper is

THE CINCINNATI COMMERCIAL TRIBUNE

Its daily and Sunday editions are read in the best family circles of Cincinnati and vicinity, and its weekly issues by the members of the most prosperous households in the Ohio Valley.

Moral : For family trade advertise in its columns.

J. E. VAN DOREN SPECIAL AGENCY,

PUBLISHERS' DIRECT REPRESENTATIVES,

31-32 Tribune Bldg., New York. 1320 Masonic Temple, Chicago.

ADVERTISING BUGGIES.—
THE METHODS OF AN INDIANAPOLIS
CONCERN.

"Get out of the beaten path—do something different from anybody else; be original, or, if you adopt an old idea, put it in a new suit of clothes. That's advertising of the kind that brings success."

This is the way it is done by D. M. Parry, president and advertising manager of the Parry Manufacturing Company, of Indianapolis, a concern occupying nearly 22 acres of floor space, having an available working capital of over \$750,000, and expending over \$100,000 a year in accordance with the

its first issue. I get good ideas from it and lots of them.

"My ideas and practices in advertising? Well, as I say, they are not like any others you ever saw or heard of. We practice this especially in regard to the seasons—in the dull season, when other manufacturers are cutting off their allowance for printers' ink, calling in their traveling men and otherwise 'hedging,' you will find that Parry has more traveling men on the road than at any other time; he is spending more money for publicity; in fact, that is just the time when we spare no expense in the advertising line. And that is just the time, also, when we will be found, running a

BUGGY MEN.



BUGGY MEN.

above idea, advertising their product—buggies, surreys and light vehicles.

Mr. Parry carries his unique methods into every branch of his business; he has no private office, but his desk is located near the entrance of the large building devoted to general office uses, and if he is at his desk, one only has to enter to secure an audience. So I found him when I sought an advertising story for PRINTERS' INK, and my mention of that paper brought a smile at once.

"That's probably the only thing I do just like every other successful advertiser does it," said Mr. Parry. "I read PRINTERS' INK from first to last every week, and have done so since

larger force of men and selling more vehicles than all the other 'dull times' people in the business. My philosophy on this is simple: The time to advertise for business is when you need business—when you have all the business you can handle, you may rest a little.

"As to specific methods, our newspaper advertising is probably our smallest expense, our list of county seat papers (which is the only kind we use) running from one thousand to twenty-five hundred, according to circumstances. This list we make up ourselves and place our contracts direct. A good deal of this branch is done on the exchange plan, and here, too, we

are original—we really give the publisher a price for his space. The ads in these mediums we never change, having them arranged with a view to one idea—viz., the keeping of three words, 'Parry, Buggies, Indianapolis,' constantly before the reader. In fact, that is the central idea of all our advertising."

"Trade papers?" I suggested.

"We use all of them," was the reply. "We illustrate our ads, make them different in display from many others and change them every issue, but run the same ads in all papers at the same time. This month we have the 'kicking machine,' next month you will see our 'worry cow.' Yes, we borrowed that from the *Carson-Pirie Monthly*, but we have put buggies on the hay-stacks, our sign on the fence, and added a couple of lines pertinent to our business. Simultaneously with the appearance of these ads we send circular letters to the trade with some additional matter.

"We use a good many novelties in the course of a year," he continued, and opening a drawer he produced a bright "coin." "A clown in one of the leading circuses on the road makes his appearance in the ring at each performance with a bag full of these,

eling men will tell you where to find it."

Mr. Parry keys all his ads, of whatever kind, and watches results carefully. "I do this in many ways," said he; "sometimes by advertising a particular thing in one locality and medium at a time, sometimes by inviting requests for 'Catalogue A' or some other letter, but never failing to key them in some way. Here is where I hold one point to be essential; that is, an ad must be keyed in such a way that the key will not be apparent to the general reader—if it is glaringly in evidence it will be disregarded, and thus lose its effectiveness.

"By the way, I have noticed some letters in PRINTERS' INK from advertisers who have been imposed upon by publishers who only inserted their ads in enough papers to furnish 'proof' of publication. We run against probably half a dozen of this class each year, but we always detect them. When a paper containing our ad looks suspicious, and in some cases where the paper looks all right and other things are suspicious, we consult our commercial agency reports for the name of a reliable business man in the city where the paper is published. To him we write, requesting a copy of the paper of the date which we wish to consult, and inclosing a stamped addressed wrapper. Sometimes one copy will give us the evidence which we desire, and, again, we may have to get half a dozen copies in this way before we get the publisher where we want him. When we have this evidence in hand, the rest is easy."

I asked at this point regarding county and State fairs and agricultural displays from an advertiser's standpoint.

"We have displays at all the more prominent State fairs, paying particular attention to such points as Dallas, Tex.; Minneapolis, Minn.; our home city, and others which may be considered the best distributing points," was the reply. "Our unique displays at these exhibitions have always paid us. But while I do not wish to be understood as decrying the county fair, the fact must be admitted that they are not what they were ten years ago, and the people who used to patronize them largely are rapidly getting to understand that the central exhibition of the products and industries of a whole State, to which low railroad rates may always be secured, is the best for all. Speaking of the Minnesota State Fair,"



which he distributes among the audience. We are using over 5,000 of these a day in this way. They are about the size of a ten dollar gold piece and resemble them somewhat in color, so they make an attractive ad.

"We are also having made 750,000 graduated medicines glasses, containing, in addition to the usual spoon graduations, a gauge for drink for both lady and gentlemen, should they be together, with the conventional hog on the top rim, if the drinker happens to be that kind. On the other side of this glass is our trade-mark—a Maltese cross—with the three words to which we attach importance. We also have a buggy in this glass—any of our trav-

he continued with a chuckle, "I issued invitations to the Minnesota trade to attend our exhibition at the Minneapolis State Fair, and I leave you to imagine the amount of free advertising which the St. Paul papers gave me."

C. WESLEY.

An advertiser who read the proof of the interview with Mr. Parry, said to PRINTERS' INK: "Why do you publish that ridiculous ad of the kicking machine? Many of your readers, who rely upon your judgment in advertising matters, will believe that you consider it good." To which PRINTERS' INK replied: "We do not consider it good. PRINTERS' INK reproduces it, not as an indication of its approval, but as illustrating the style of the Parry Manufacturing Co."

POLITICAL PROPAGANDA AND ADVERTISING.

By Free Lance.

In few national campaigns has so much "literature" been distributed in favor of an issue as in the present in favor of sound money. The political managers have, however, not yet learned what the advertiser long ago discovered for himself, viz.: that the public is too much occupied with its own affairs to read long arguments, and that short, pithy statements of facts are far more influential.

* * *

In New York the *Journal* and the *Tribune* have each a poster on the "L" stations containing short statements in favor, respectively, of the Bryan and McKinley tickets. These are in the right direction on the score of brevity, but they lack wofully in argumentative power. The *Journal* has a picture of Uncle Sam and Mr. Pierpont Morgan carrying the United States Treasury, each holding an end, while underneath appears a statement that it is not strange that the people who have aided the government in the time of its extremity should favor a political policy that will make the government still further dependent upon them. This is, of course, no argument, but a direct appeal to prejudice, and consequently far less effective than it might otherwise be. The *Tribune* has a picture of Mr. Bryan addressing a concourse of people by the light of a moon composed of a silver dollar. Underneath appears a statement that Mr. Bryan's remedy for the present

state of business is "pure moonshine." "If you coin all the silver of the bullion speculators," says the poster, "how will that enable a suffering people to earn their bread?" Both the *Journal* and the *Tribune* poster have one great defect. Instead of merely advocating their own side of the case, they advocate nothing directly, but attack the other side. Had an advertiser ordered the posters, he would have known that it is not necessary to tear down an opponent's business in order to build up one's own.

* * *

The following card, written by a friend of mine, appears to me to have all the elements of a good advertisement for sound money:

The silver people wish Uncle Sam to institute free coinage of silver at 16 to 1, when the real ratio is 30 to 1. The gold people say this will cause a panic, because silver dollars will then only be worth about 53 cents each. The silver people reply this would be so, if silver did not rise to the legal ratio on account of the demand created. They say silver will rise exactly to \$1.29 an ounce, so that a dollar will contain a dollar's worth of silver. Setting aside the absurdity of its rising just to the point where one desires it to be, what basis have the silver people for saying it will rise at all? Under the Sherman Act, now repealed, 4,500,000 ounces of silver were purchased by the government each month and coined, and still the price of silver fell steadily, and panic ensued!

It isn't, of course, stated as briefly and epigrammatically as the skilled ad-writer might do, but it contains a complete argument. And the man who reads and is convinced by it would require to hear one as good in order to have it refuted.

* * *

What political advertising needs, then, is more brevity, less acrimony, and argument. Political managers, too, might take up profitably the study of media. There is no reason why billboards should not be used as well as the mails, and why cartoons and arguments should not appear on them as well as in the newspapers. The present campaign is one wherein people, imperfectly understanding the issue involved, look for light from every quarter. Consequently good political advertising is bound to have its effect.

MORE TRUE THAN FUNNY.

The sensational papers might become bankrupt if they should lose the support of the people who denounce them.—*Puck*.

IN ROCHESTER.

ROCHESTER, N. Y., Oct. 2, 1896.

Editor of PRINTERS' INK:

The Garsons have a very attractive window exhibit this week. In the center is a balcony, with broad staircases leading up on either side. The balcony and one of the staircases are "gold"; the other staircase is "silver." On the balcony stands a wax figure of Uncle Sam, in conventional dress. At the bottom of the gold stairs is a figure of McKinley, in the attitude of mounting, with Hobart ready to follow. At the bottom of the silver stairs, in like attitudes, are figures of Bryan and Sewall. Under the balcony, seated in comfortable chairs, are figures of Palmer and Buckner. Watson is "out of sight."

J. E. KING.

IN MECHANICVILLE.

MECHANICVILLE, Oct. 5, 1896.

*Editor of PRINTERS' INK:*I clip the inclosed from the *Gold Bug*, a

A MAN GOT SHOT IN THE STORE

OF

J. S. SAFFORD & SON,
one day last week, but they have lots left
which they will sell at 10 cents a pound.

paper published in this place. J. S. C.

HE WHOOPED.

Mr. E. W. Scripps, president of the Scripps-McRae League, affects cowhide boots, a big slouch hat and whiskers of the pro and con sort. One day, not very long ago, Mr. Scripps dropped into the Cleveland *Press* office, without having sent word ahead that he was coming. In the business office there happened to be a young bookkeeper who had never seen the head of the great publishing company. This youth, in addition to being quite a star in social circles, was inclined to be facetious, and, happening to look up, just as Mr. Scripps was passing into Manager Osborne's private office, he—the funny young man—gave vent to an Indian war whoop, which was designed to let the other people in the office know that a scout from the plains was there in their midst.

Mr. Scripps stopped, looked inquiringly

at the young man for a moment, and then passed on into the manager's office.

"Jumping Jerusha!" exclaimed one of the boys from the counting-room, "don't you know who that is?"

"No," replied the joker, "who?"

"Why, that's E. W. Scripps, president of this company."

Without saying anything more about it or waiting to find out what the result of his merry whooping might be, the young man put on his hat and coat and left the office. A few days after that he transferred his services and allegiance to another paper, at the same time determining to never judge by appearances again.—*Cleveland Voice*.

WHAT ABSENCE FROM NEWSPAPERS MEANS.

What three years of absence from newspapers really means is illustrated in a conversation between a member of Nansen's expedition and a citizen of Tromso, reported in an Amsterdam paper. The humor, it must be confessed, is a little Dutchy:

"What a crowd there is in the streets to meet us on our return!"

"Yes, it makes one think of the Chodynky fields during the Czar's coronation."

"The coronation?"

"I forgot that you don't know. Alexander III. is dead, and at the coronation of his successor, Nicholas II., thousands of people were killed in the crush."

"I suppose Carnot and the French made a subscription for the victims?"

"Carnot? You mean Faure."

"Faure? Has Carnot resigned?"

"No, he was murdered at Lyons, and was followed by Casimir-Perier, who resigned to make room for Faure."

"During the rest of the conversation the companion of Nansen reveals his ignorance of Ibsen's 'Klein Eyolf,' and wants to know what Rontgen rays are! His Tromso friend good-naturedly warns him that if he asks any more questions he will 'wallop him as the Japs licked the Chinese,' or 'as the Cuban licks Martinez Campos.'

"A war between China and Japan? A revolution in Cuba? I see it is useless to try to hear all the news in one day."—*Illustrated American*.

MEMORANDUM FROM

JOHN WANAMAKER

Per *T. W. Jennings**

GENERAL STORE

CHESTNUT, THIRTEENTH AND
MARKET STREETS AND CITY
HALL SQUAREPHILADELPHIA, *Sep 25 1896*

I have been absent in Europe
since July 9th I go to
paper direction to have my P.D.
short. I am told now that only one
comes. I hold a 5 years subscription
with you and me there in bulk from July
15 October *T. W. Jennings*

NOTES.

The Kirkman Borax Soap people are giving away children's express wagons, on the sides of which the firm's name is stenciled.

The cigar manufacturers of Lawrence, Kan., name their goods after the newspapers of the place and get advertising at half price.

ELMER S. SMITH has removed his business from 136 Liberty street, New York, to 23-25 N. J. R. R. avenue, corner East Mechanic street, Newark, N. J.

MAST, CROWELL & KIRKPATRICK issue a useful manual of political information, containing biographies of candidates, platforms, statistics of last election, etc.

A WESTERNER advertised in the newspapers, "Comfort for thin people. How to get fat, by one who has done it. Send ten cents in stamps," etc. All his correspondents got the same reply, "Buy it at the butcher's."

THE Chicago Dry Goods Reporter of October 3d contains a report of a speech delivered by Mr. Ralph Tilton, advertising manager of Carson, Pirie, Scott & Co., at the recent meeting of the National Association of Merchants and Travelers.

W. H. WHITE, long time advertising manager for Lyon & Healy, Chicago, has accepted a similar position in the office of Swift & Company, the big packers. C. C. Hopkins, Swift's former advertising man, is now in charge of the advertising of the Dr. Shoop Medicine Co., Racine, Wis.

♦♦♦
NO BARGAIN SALES FOR THEM.

The royal family never shops: The Princess of Wales, for instance, and her daughters make a selection of materials and styles from samples and water-color drawings. From these pictures and patterns the royal order is given, while the fitting is done on dummies expressly made to conform to the royal figures.—*Cincinnati Enquirer.*

♦♦♦
NEWSPAPER AND MAGAZINE NAMES ILLUSTRATED.

♦♦ HARPERS. ♦♦

VALUABLE ADVERTISEMENT HOARDINGS.

"Few people, probably, guess the value represented by advertisement hoardings," said the manager of a large bill-posting firm.

"In a good thoroughfare £200 and £300 a year is no exceptional rent for a hoarding. In one case the sum realized from the hoarding surrounding a public-house which was being enlarged exceeded the profits of the business for a similar period, and entirely paid the cost of the rebuilding. Land adjoining railway-lines, too, is very valuable, even though situated miles away in the country. From £10 to £30 per annum is often paid for exhibiting only one board in a meadow close by the line, the owner retaining his right to graze his cattle there. Numbers of these advertisement boards may be seen in fields all along the L. B. & S. C. Railway. There is one field alongside a popular railway route in which are exhibited the gayly colored boards of some seventy advertising firms—none, of course, rivals in the same trade. The owner of the land, who had lost hundreds of pounds in farming it, now makes close upon £1,000 a year by the advertisements in this one field."—*Answers.*

♦♦♦
WANTED TO ADVERTISE HIS TRADE.

A verdant youth dropped into a jeweler's, and after gazing at some fraternity pins in the show case, said to the proprietor:

"Them's mighty nice breastpins you got thar, mister."

"What kind of a pin would you like to look at?"

"How much is this one with a pair o' compasses and a square?" pointing to a Masonic pin.

"Five dollars."

"Five dollars, eh! You haven't got one with any hand saw on it, have you? I'm just outer my time, and as I'm goin' to set up as carpenter and jinier, I thought I'd like to have somethin' to wear so folks would know what I was doin'. Well, I'll take it, though I'd like one with a hand saw, but I guess mebbe that's plain enough. The compasses is to mark out yer work, and the square is to measure it when marked out, and any durn fool knows that G stands for gimlet."—*Ex.*

♦♦♦
BE PLEASANT TO ALL.

Everybody in your town is a possible good customer, and should be treated as such. The rich often become poor and the poor often get rich, and the troublesome boy may be the mayor some day.—*Keystone.*

♦♦♦
Classified Advertisements.

Advertisements under this head two lines or more without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

SPOKESMAN-REVIEW,
Spokane, Wash.

EXPERIENCED news correspondents wanted.
E. A. MCK. GRIGGS, Norfolk, Va.

D. LA COSTE, special newspaper representative, 38 Park Row, New York. Dailies only.

PAPERS that lead in their locality represented by H. D. LA COSTE, 38 Park Row, New York.

THE VINDICATOR, Youngstown, Ohio. 8,400 d. and S., 6,000 w. Wants first-class advertisements only.

DAYTON (Ohio) MORNING TIMES and EVENING NEWS, 14,000 daily, create a "want" for properly advertised goods.

PRINTERS' INK.

YOUNG man, 5 yrs. practical experience as ad writer, seeks opening. "H. M." Printers' Ink.

WANTED—More printing from the class of people willing to pay for the best. W. M. JOHNSTON, 10 Spruce St., N. Y.

HOW to Engrave—Do you want to learn the art of half-tone and zinc etching? Address for terms, D. C. BITTER, 67 Washington St., Chicago.

PUBLISHERS that have to "push and pull" for advertising can secure a man of experience and reliability by addressing "PUSH," care Printers' Ink.

WANTED—Position as editorial writer on a Democratic daily, with an opportunity to purchase an interest in the business. Can take editorial charge. Exchange, editorial and news experience on Chicago and other large dailies. Address "EDIT," Printers' Ink.

EVERY live advertiser wants to see our latest E styles—Satinick, Jenson italic and our latest Cushing-type pamphlet. We have produced good things, but these are better. AM. TYPE FOUNDERS' CO. See list of branches under "For Sale." Specimens ready at nearest branch.

WANTS a newspaper. A business man, of large newspaper experience and successful as a manager, would like to lease a good paper in a Western or Southern city. Best of references as to integrity and ability. Address "NEWSPAPER MANAGER," Box 3033, New York City, O.

SOUTH AFRICA—Press of business will not allow Mr. Lewis Garrison, of the Garrison Advertising and Press Agency, Johannesburg, to visit European markets for several months. In the meantime write direct if you wish lowest rates in S. African newspapers. The agency of firms undertaken.

CLOTHIERS and men's furnishers—why not own and publish your own paper? We can furnish you monthly with any quantities of Men's Attire, published under your own name, with your page ad, and give you sole publication rights in your town. Very low terms. Send for particulars. LEAGUE PUBLISHING CO., Lexington Building, New York.

SPECIAL WRITING.

FTER election many papers will need my Ed. services. A few can have them if they write in time. G. T. HAMMOND, Newport, R. I.

MAILING MACHINES.

THE MATCHLESS Mailer; best and cheapest. By REV. ALEXANDER DICK, Meridian, N. Y.

MAIL list type and machines can be bought best and cheapest from AMERICAN TYPE FOUNDERS' CO. See list of branches under "For Sale."

PRINTERS.

THE LOTUS PRESS, 140 W. 23rd St., N. Y. City. (See ad "Advertisement Constructors").

WE do neat, plain, attractive printing. Catalogues, booklets, circulars, cards, etc., executed in the finest style. When you want a good job—one that you want people to look at and read—come to us. PRINTERS' INK PRESS, 10 Spruce St., New York.

SUPPLIES.

VAN BIBBER'S Printers' Rollers.

ZINC for etching. BRUCE & COOK, 190 Water St., New York.

CHALK plates recoted, half cent an inch. BYRON POPE & CO., Cleveland, O.

TYPE—The leaders of type fashions. AM. TYPE FOUNDERS' CO. Branches in 18 cities.

STEREOTYPE, linotype and electrolyte metals; copper anodes; zinc plates for etching. MERCHANT & CO., Inc., 517 Arch St., Philadelphia, Pa.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd., 10 Spruce St., New York. Special prices to cash buyers.

NEWS BUREAU.

ARE you going to start a paper? If so, write to ASSOCIATED TRADE & INDUSTRIAL PRESS, Washington, D. C. Serve leading papers. Agents in every State and country. Established 10 years.

PAPER.

M. PLUMMER & CO. furnish the paper for this magazine. We invite correspondence with reliable houses regarding paper of all kinds. 45 Beekman St., New York.

ADDRESSES FOR SALE.

LISTS of names in any trade, in any country. \$1. Information on any commercial subject. Credit reports on firms anywhere. In U. S. \$1, in Europe \$2, in Latin America \$3. Agents everywhere. Ten years established. ASSOCIATED TRADE & INDUSTRIAL PRESS, Washington, D. C.

ADVERTISING MEDIA.

40 WORDS, 5 times, 25 cts. ENTERPRISE, Brockton, Mass. Circulation 7,000.

LACOSTE'S List. Good papers in active cities. Rates low. 38 Park Row, New York.

A DVERTISERS' GUIDE, New Market, N. J. 6c. line. Circ. 3,000. Close 34th. Sample free.

CATHOLIC NEWS, 40,000 copies guaranteed every w/k. No sample copies. 15 Barclay St., N. Y.

G RAND RAPIDS DEMOCRAT, leading paper in Mich. outside Detroit. LA COSTE, New York.

YOUNGSTOWN VINDICATOR, 8,400 d. and S. 6,000 w. H. D. LACOSTE, 38 Park Row, N. Y. Rep.

D DETROIT COURIER. The society and home paper for Wayne County. 4 cents per line for 10 lines or more.

A NY person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive the paper for one year.

LADING newspapers in Southwestern Ohio (outside Cincinnati), Dayton MORNING TIMES and EVENING NEWS, 14,000 daily.

THE GENEVA DAILY TIMES, only daily in Ontario County. Circulates in 30 towns. Subscription price to farmers \$2.00 a year. Leading advertising medium in its territory.

BILLBOARD ADVERTISING reaches nearly 1,000 billboards distributed over entire poster printer and fair in the U. S. and Canada. Sub. \$1 per yr. 25c. line. Cincinnati, O.

THE GOLFER for 1897 will be invaluable to advertisers of good goods of all descriptions. The magazine has the wealthiest circulation in America. Its home patronage far exceeds any other local publication, and its general patronage embraces the leading advertisers of the highest class. If you have good goods, appealing to the better class, your advertisement should be in THE GOLFER. Rates of the agencies or THE GOLFER, Boston.

GOOD HOUSEKEEPING.

Springfield, Mass. gives first-class service and appeals to the very best class of American housekeepers, who are really the buying class, and hence the most profitable ones to appeal to.

Woman, as a rule, guides the family expenditure, and makes most of the purchases for all the good things of the home.

Hence the well-known and generally accepted axiom that "woman's good taste and judgment unlock the pocket-book." One of the best mediums to reach over 50,000 families is GOOD HOUSEKEEPING.

Published monthly by Clark W. Bryan Co.

Address all communications about advertising to H. P. HUBBARD, 38 TIMES Bldg., N. Y.

ADDRESSES AND ADDRESSING.

LOWA and Neb. lists, new and full. Addressing also. Write C. H. JUDSON, Council Bluffs, Ia.

ADVERTISING AGENCIES.

If you wish to advertise anything anywhere at any time, write to the GEO. P. ROWELL ADVERTISING CO., 10 Spruce St., New York.

ADVERTISING NOVELTIES.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

BOOKS.

INSURANCE agents should have a copy of my book containing 24 new original insurance ads, prepared by that prince of ad writers, Mr. Charles Austin Bates. *Bates* says of it: "Every ad is a gem." It will cost you but \$1. C. A. NORTON, Durand, Ill.

ADVERTISEMENT CONSTRUCTORS.

PILOT ADVERTISING CO., Newark, N. J.

DRUG ads, 4 for \$1, to order. H. ALBERT PERSHING, South Bend, Ind.

GILLAM & SHAUGHNESSY, Advertisers, 623 & 624, Temple Court, New York. Write.

RETAIL grocers and druggists: Got what you want. Write me. JED SCARBORO, B'klyn.

TRADE-BRINGING ads: 3 samples, with cuts, \$2 cash. HARRY HUNT, Cable Bldg., N. Y.

REALLY good cuts at really moderate prices. R. L. CURRAN, 150 Nassau St., New York.

THE only writer of exclusively medical and drug advertising. Advice or samples free. ULYSSES G. MANNING, South Bend, Ind.

UNTIL Nov. 1st send me 25 cents (silver) and receive one trial ad written specially for you. Then you'll want more. CHAR. A. WOOLFOLK, 446 W. Main St., Louisville, Ky.

AD experts wanted to see a perfect example of type advertising, called the Cushing Pamphlet. It's delightful. AM. TYPE FOUNDERS' CO. See list of branches under "For Sale."

ADS for a dollar, with electros of little cuts for each, to any new customer who can allow me three weeks to do this in. Cash with order always. R. L. CURRAN, 150 Nassau St., New York.

IF you can give me four weeks' time I will write a booklet and furnish a little cut for the cover for \$5. Not over 16 pages. Cash with order always. R. L. CURRAN, 150 Nassau St., New York.

ALL the borders and type used in PRINTERS' INK are at the disposal of people who have their advertisements put in type by me. W.M. JOHNSTON, Mgr. Printers' Ink Press, 10 Spruce St., New York City.

WE are thinking of making "leaders" of a few different things in the printing line. If there is anything particular that would interest you at special prices, let us know. We can handle large orders at a very small margin of profit. THE LOTUS PRESS, 146 W. 23d St., N. Y.

ASK me three questions. I charge from \$10 to \$100 for a letter of advice about advertising. That seems a good deal to those who do not know what I do for the money. I wish to increase my acquaintance with merchants and manufacturers whose business is important enough to justify the employment of the best—the very best—effort in my line. For the purpose of doing this I now offer to answer particular and completely (without charge) three (3) questions which any advertiser wishes to ask me about advertising his own business. The questions must be definite and not general, sweeping queries covering the whole subject. They must be plainly expressed and give full information as to present and past efforts and results. I shall endeavor to make my answers as valuable as if I were paid for them. CHARLES AUSTIN BATES, Vanderbilt Bldg., N. Y. Plans, advice, writing and illustrating for advertisers.

ILLUSTRATORS AND ILLUSTRATIONS.

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

THE BUCHER ENGRAVING CO., Columbus, O., furnish best 1-col. half-tone for \$1. Send for proofs.

CUTS for catalogues, souvenirs and boom editions. Write for proofs. BUCHER ENGRAVING CO., Columbus, O.

BEAUTIFUL illustrations and initials, 8c, sq. inch. Handsome catalogue etc. AMERICAN ILLUSTRATING CO., Newark, N. J.

MAKE your own advertising, illustrating, embossing plates. Engraved in one minute. No etching. Particulars for stamp. HENRY KAHRAS, 230 East 33d St., New York.

FOR SALE.

\$1 BUYS 4 lines, 50,000 copies proven. WOMAN'S WORK, Athens, Ga.

ETCHING plant for sale, including necessary machinery; also ruling machine, Washington and army hand presses, etc., etc. D. C. BITTER, 67 Washington St., Chicago.

PRINTING PLANTS. Everything for the printing business. In quantity, in value. Why buy the second best when the best costs no more? AMERICAN TYPE FOUNDERS' CO., New York, N.Y. Phila., Balt., Buffalo, Pitts., Cleveland, Cinn., Chicago, Mil., St. Louis, Minn., Kansas City, Omaha, Denver, Portland (Ore.), Frisco. Buy everything in one place, and save money and trouble.

FOR SALE—A 100 cent gold dollar business, at 100 cents on the dollar. No slaughter sale. Combination business—Independent daily, semi-weekly, job office, bookbindery and bookstore, in first-class, growing Indiana town of nearly 10,000 inhabitants. Will sell whole or half of the establishment, or printing and binding establishment and bookstore separately. Don't write unless you have cash or its equivalent. Well worth investigation. Address THOS. A. STARR, *The Bee*, Toledo, Ohio.

CLASS PUBLICATIONS.

Advertisements inserted under this heading, in the appropriate class, cost 50 cents a line, for each insertion. One line inserted one year, 55 weeks, for \$2.50; 6 months for \$1.25; 3 months for \$1.50, or 4 weeks for \$2. For the publisher who does not find the heading he wants a new heading will be made to specially fit his case.

AGRICULTURE.

BREEDER AND FARMER, Zanesville, O.

BOOTS AND SHOES.

"BOOTS AND SHOES" WEEKLY N. Y. City.

DIRECTORIES.

AMERICAN NEWSPAPER DIRECTORY, 10 Spruce St., New York. Price \$3.

EDUCATIONAL.

THE SOUTHERN SCHOOL, Lexington, Ky., 1886, sworn circulation 6,000 copies weekly—largest circulation in Ky. outside of Louisville. Official organ Ky. and Ala. State Boards of Education. Rates and sample copy free.

GROCERIES.

GROCERY WORLD, Philadelphia, Pa. The largest paid circulation; the most complete market reports; the largest corps of paid correspondents of any grocery journal published in the world. Send for free sample copy.

HOUSEHOLD.

DETROIT COURIER. The family and society paper of Wayne County. 4 cents per line, 10 lines or more.

MOTOCYCLE.

MOTOCYCLE, 1626 Monadnock Block, Chicago.

TEXTILE.

TEXTILE WORLD, Boston. Largest rating.

YOUNG MEN.

STATE ASS'N NOTES, Chicago. 10,000 quarterly.

From the STREET RAIL JOUR

Street Cars

Modern street car advertising has come to be a recognized factor in the street railway business and is now almost universally adopted. A brief history of this business will not therefore prove uninteresting.

Away back in the Seventies there were only a few street railroads in the United States which permitted advertising in their cars. Most of it was done in New York and Brooklyn, the advertising being placed in small frames occupying the inner spaces of the letter board, and they were mostly in the shape of glass signs. The smallness of the space for display, the accumulation of dust on the glass and the peculiar way in which the lessees of privileges at that time did business brought this excellent medium into disrepute, both with the railway companies and the public. It languished for a while until the introduction of the concave rack, the first patent of which was obtained by John N. Akarman, of Worcester, Mass. This patent is now owned by George Kissam & Company.

William F. Carleton, who was once a conductor on the Second Avenue road in New York, and subsequently a cash receiver for the same road, early recognized the possibilities of display in street cars, and he should be justly considered as starting the business properly. This was done in the city of Boston early in the Eighties. His success in Boston was immediate, and he branched out in Chicago, Providence, Cincinnati and a few small places around Boston. In 1889 he controlled eleven cities and towns. He then associated with him in business George Kissam, who had made a great success in the sign advertising business. The rise of the concern was very rapid, and city after city and town after town were added until the firm had over sixty principal cities under its control. Numerous rivals sprang up of more or less importance and ability, but, with one or two unimportant exceptions, the concern did not lose any of its holdings or franchises. The rivalry, however, created a demand for advertising privileges on railroads that forced the price for these privileges to figures that were abnormally high. Numerous concerns went to the wall, and many of the railroads were mulcted heavily because the price for advertising did not keep pace with the rise of the amount paid for the privileges. The excessive hard times that have been and are now prevalent have still further contributed to render this industry still less profitable.

Mr. Carleton's death in September, 1895, threw the responsibility of the business upon Mr. Kissam. This he had been practically sustaining, however, for some two years previous, as Mr. Carleton's health was such as to prevent him from actively engaging in a business that requires immense energy, continuous work and able financing. Mr. Kissam associated with him in business Charles A. Fish, of New Orleans, a man of great executive ability.

The offices of the concern are the largest and finest of any advertising firm in America. They cover a space of 53 ft. x 42 ft. on the main floor of the

AIL JOURNAL, October, 1896.

Advertising

Postal Telegraph Building, corner Broadway and Murray Street, and are luxuriously furnished throughout. In the main show room, around the walls and in appropriate places, are fixed advertising racks and poster boards for both street cars and the Brooklyn "L" road, which is controlled by this concern. In the center of the show-room proper stands a beautiful trolley car, built for the firm by the J. G. Brill Company. The car is eighteen feet long in body, twenty-six feet over platforms, six feet two inches wide at the sill, and seven feet six inches wide at the belt rail. The body of the car is painted a dark, rich wine color, and the striping and lettering is in gold and silver. The handrails at the ends of the car are of burnished brass, as are also the brake handles, bells and door fixtures. Extension gates are affixed to each platform. The interior finish is of mahogany, the seats are upholstered in crimson plush, and the head lining is beautifully decorated, the advertising display being, of course, in the appropriate moldings for this purpose. The truck is Brill No. 21 E.

The electrical equipment complete was furnished by the Walker Company, which also put up the trolley wire. When the car is jacked up at one end the working of one motor on the forward wheels of the truck can be seen. The rails are of the seven-inch Broadway groove type, and were furnished by the Johnson Company, of Lorain, O. They rest on steel ties. The overhead equipment with which the car is supplied—for it is fitted with trolley and a trolley wire, the latter being suspended from the ceiling—were supplied by the H. W. Johns Company.

The advertising cards in this car are changed daily, thus affording the numerous visitors a practical illustration of street car advertising as it is actually conducted by this firm.

The branch offices of this concern number sixteen, and are located in the principal cities, such as Albany, Syracuse, Rochester, Buffalo, Pittsburg, Columbus, Cincinnati, Chicago, Milwaukee, Minneapolis, New Orleans, Denver and several smaller places. Most of these offices are connected with the principal office in New York by a long-distance telephone, and the system is so perfect that a complete contract can be placed in every city within twenty-four hours, if necessary, or a change of cards made for an advertiser. The system of checking and listing is also so complete that not only can an advertiser be told what car his card is in, but he also can be told the location of his card in the car.

It is their attention to detail and the appearance of their cars that has made Geo. Kissam & Company popular with the railroad presidents, while their prompt payments of obligations is also pleasing to the treasurers. Their disbursements for rentals amount to over \$300,000 annually, and for labor of employees and managers many thousands more.

PRINTERS' INK.
A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

For ten dollars, paid in advance, a receipt will be given, covering a paid subscription from date to January 1st, from the end of the current year.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at same rate.

Publishers desiring to subscribe for PRINTERS' INK for the benefit of advtg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving PRINTERS' INK, let it be known some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

NEW YORK OFFICES: NO. 10 SPRUCE STREET.
LONDON AGENT, F. W. SEARS, 108 Fleet St.
CHICAGO, BENHAM & INGRAM, 315 Dearborn St.

NEW YORK, OCTOBER 14, 1896.

YOU cannot create a demand by advertising something people do not want.

DEFINITE facts and clear statements are necessary to every good advertisement.

EACH effective ad contains within it a point clear enough to clinch itself in the reader's mind.

DON'T waste money by advertising your goods to people who have no money to buy them.

THE local paper that has plenty of home ads is the one a foreign advertiser is likely to select.

THERE are 7 journals devoted to exports. Their combined circulation each issue is 25,025 copies.

AN advertisement is valuable according to its prominence and the completeness with which it expresses an idea.

THE intricate, ingenious, smart advertisements are much less apt to bring returns than a plain, well-worded statement of facts.

IT would surprise many people to know how surely and cheaply almost every want can be supplied by resorting to an advertisement.

EDISON, when asked how a poor man could get rich, replied: "Give people something they want, and they will pay money to get it."

IT is rumored that the name of the New York *Evening Telegram* will soon be changed to the *Evening Herald*, and the paper reorganized on *Herald* lines.

AN illustration will often tell more than a long and laborious description.

THE "list" of papers used by one advertiser is almost always valueless to every other advertiser. Each article needs distinctive methods and media.

IRRIGATION is advocated by seven class journals, with a combined circulation each issue of 8,400 copies. The *Irrigation Age*, of Chicago, leads with 4,000 copies.

THE Houston *Post* carries more "want" advertisements daily than all the other Texas papers combined, not excepting the Galveston *News* and the Dallas *News*.

AN advertisement may be typographically so ingenious that the reader's attention is entirely absorbed by its mechanical features, to the exclusion of the information it contains.

THE belief in advertising is a sound one, but its reduction to practice calls for the exercise of many limitations and safeguards, to avoid a result as disastrous as the most obstinate aversion to advertising is likely to produce.

THE 32 publications devoted to dry and fancy goods, gloves, silks and notions have a combined circulation each issue of 96,470 copies. The largest circulation is credited to *Modes and Fabrics*, published monthly in this city.

THEIR are 40 class publications devoted to drugs, chemicals, pharmacy, paints, etc. Their combined circulation each issue is 76,395 copies. The *American Druggist*, with a circulation of 13,000, is the only one rated above 7,500.

A LARGE advertiser sends to PRINTERS' INK a circular of Hancock & Naylor, of Harrisonville, Mo., wherein they advertise that they "secure and tastily prepare" bona fide testimonials. It is to be presumed that they secure them first and prepare them afterward.

EVERY advertisement should have a certain unity of idea. It should consist of one central thought, around which others are grouped. This enables the reader to remember the idea sought to be conveyed, an object that is not attained by giving a mass of details having no logical connection with one another.

THE injudicious use of capital letters hurts many an otherwise good ad.

A WRITER in the New York *Sunday Tribune* estimates that the theatrical managers of the metropolis pay \$4,000 a week, or \$140,000 per season of 35 weeks, for the privilege of hanging their lithographs in stores and on small poster stands in front of retail establishments.

MR. JOSEPH W. PHINNEY, manager of the Boston branch of the American Typefounders' Co., is said to be one of the most original and expert type designers in the United States. Many of the type designs which have met with the special favor of advertisers are the creations of Mr. Phinney's genius.

THE initials "O. K." were first used by Jacob Astor, the founder of the family of millionaires, and were thus marked on bills that were presented to him for approval of credit. He thought he was affixing the initials of "All Correct," but a neglected education led him to think of the words as "Oll Korrett."

WITH the exception of two or three, all the advertising journals that appear are made up of matter clipped from PRINTERS' INK, frequently without credit. This is an inexpensive method of editing; and common courtesy would imply that the publication that made it possible should at least get credit for articles clipped from its columns.

A COLORADO mining company in sending out a proposition to country editors for exchange advertising says: "We are willing now to take a gamble with you on advertising, provided you are willing to take a gamble with us." The company evidently believes that advertising in country papers is a gamble. Dabbling in cheap mining stocks is usually not a gamble, for there is no element of chance in it—for the country scribe.

THE largest display of theatrical printing is called "a stand." A stand is a board fence, capable of displaying anywhere from eighteen to forty-two sheets of printing, each sheet being about $2\frac{1}{2} \times 4$ feet. Most of the stands accommodate about twenty-eight sheets.—*N. Y. Tribune*.

QUALITY without quantity of circulation is worth nothing.

THE Philadelphia *Item* recently celebrated its fiftieth or golden anniversary. Mr. S. C. Beckwith, who manages its foreign advertising, writes to PRINTERS' INK that the paper was never so prosperous in all its fifty years of existence as it is to-day. Six of the other Philadelphia newspapers noticed editorially its anniversary—a mark of recognition that shows the appreciation in which the paper is held.

ONE of the most gruesome newspaper souvenirs PRINTERS' INK has ever seen is sent out by the Fort Smith *Daily News-Record*. It consists of a piece of oak from the old crossbeam of the gallows at Fort Smith, on which (says the *News-Record*) more men have been hung than on any other in the world—ninety-three. The souvenir suggests incidentally what a bad place Fort Smith must be, and how easy it probably is to get out murder "extras" there.

THE word "hoarding," used in England indiscriminately to designate bulletin-boards, billboards and poster stands, meant originally only a fence or rough board inclosure around a place where building is in progress. The word is derived, according to the Standard Dictionary, from the Old French and Old Dutch *horde*, meaning hurdle. After it became customary to post bills on the hoardings the term gradually came to include all structures or boards on which bills were posted. In America we possess no term at once so convenient and comprehensive.

IT seems quite fashionable for certain people to say "advertising always pays." No more untrue words have ever been spoken. More money has probably been spent in unprofitable advertising than in profitable advertising. This is not the fault of advertising itself, but of those who, believing that advertising always pays, have advertised too lavishly or too penitently, or with too little judgment, skill and common sense. That advertising pays is certain; that much of it never pays is also certain. The sooner people recognize that it is far easier to fail than to succeed in advertising, the sooner will they do better advertising. Judgment and common sense are needed as much in this matter as in any other.

No advertiser ever made a success who was in the habit of taking much advice. Advice is not to be despised or ignored ; it may be listened to with respect and followed if it seems good ; but no one should ever be led in the way of advertising to do a thing which does not seem a good thing to do, or to be deterred from a course of action which, in his own mind, he believes to be good. Advertising is so broad a subject that the same advice, if followed, will in one case injure and in another advance the interests of the recipient. Common sense in sifting advice cannot be dispensed with by the progressive advertiser.

THERE are some responsible, well-to-do business houses that will not advertise in any papers unless they can get great discounts from rates. The advertising agents and other advertisers soon come to know who these concerns are, and when they see a paper which is running an advertisement of this class they naturally conclude that its space may be bought very cheap, and so make their offers proportionately low. The newspaper publisher who accepts such contracts is out of pocket, not merely the difference between the stipulated price and the regular rates, but he also prevents other advertisers, who might otherwise be willing to pay a fair price, from contracting at schedule rates.

IN the *Sunday Sun* of October 4th appears an interesting explanation of how the term, "This Establishment Does Not Advertise in the *Herald*," well known in 1865, originated. It appears that Mr. Bennett, Sr., had raised the advertising rates of the *Herald* for amusements from 25 cents to 40 cents a line. The *Herald* also imposed the condition that all printing of posters, handbills and programmes of its theatrical advertisers should be done at the *Herald* printing office. A committee of managers, sent to remonstrate with Mr. Bennett, was "regularly snubbed." When the committee had made its report, it was unanimously decided, on the recommendation of Mrs. John Wood, not to advertise in the *Herald*, and to use the phrase "This Establishment Does Not Advertise in the *Herald*." Peace was subsequently declared, but not until the phrase had secured a fair measure of notoriety.

ADVERTISING is a business that needs more skill, judgment and common sense than most other businesses.

ON September 3, 1896, Walter Baker & Co. obtained a decision in the United States Circuit Court for the Western District of Virginia against William Henry Baker, of Winchester, Virginia, who for the past two years has been putting on the market chocolate and cocoa preparations under the name of W. H. Baker & Co., in imitation of the goods of Walter Baker & Co., Limited. The court says : "A careful consideration of the evidence and an inspection of the packages, etc., of the goods of the complainant and those of the respondent can lead to no other conclusion than that there was a deliberate purpose to place the goods of the respondent upon the market in a guise resembling the complainant's goods as nearly as possible so as to avoid a direct imitation. With the widest field from which to select wrappers, labels, cans, inscriptions, words, phrases and designations, the respondent has so nearly simulated in these respects the chocolate goods of the complainant as to lead dealers and consumers to believe that they were buying the complainant's goods." An injunction was granted restraining W. H. Baker from using on his plain chocolate "any yellow label or any label of a color resembling yellow; and from using on or in connection with the sale of his plain chocolate any label which in its lettering, arrangement or design is not plainly distinguishable from that used by complainant; from using on his powdered cocoa in connection with any form of his name the words 'Breakfast Cocoa,' and from putting his powdered cocoa up in cans shaped like the complainant's cocoa cans; from using in any manner whatsoever in connection with the sale of his sweet chocolate the name 'Germania,' or any name not plainly distinguishable from the name 'German'; from using on molds, labels, circulars, or in any other way, the phrases 'Baker's Cocoa,' 'Baker's Chocolate,' 'Baker's Vanilla Sweet Chocolate'; from using in the chocolate business the words 'and Company,' or 'Company,' following any form of his name; and from using the words 'Established in mercantile business 1784,' or any words stating or indicating that his business has been long established."

THE GENERAL ADVERTISING
AGENCIES OF N. Y. CITY.

MR. MORRIS HEIMERDINGER.

Mr. Morris Heimerdinger was born in 1884 he became a general agent, being

Evening Telegram as their only advertising representative. He was successful from the start, and continued in the business for eight years. In



MORRIS HEIMERDINGER.

in Germany in 1856. At ten years of age he was brought to New York, where he entered the public schools. After engaging in various pursuits he, in 1876, connected himself with the

impelled thereto by the frequent requests of many of his customers, desiring him to handle the placing of their entire business. His office is in the World Building.

DEPARTMENT OF CRITICISM.

By Charles Austin Bates.

Advertisers everywhere are invited to send matter for criticism; to propound problems and to offer suggestions for the betterment of this department. Anything pertaining to advertising will be criticized freely, frankly and fairly. Send your newspaper ads, circulars, booklets, novelties, catalogues. Tell me your advertising troubles—perhaps I can lighten them.

Rogers, Peet & Co. have just issued two handsome booklets; a red one about "Livery" and a dark brown one entitled "What We Do and How We Do It."

This latter book is quite a handsome one and is a sample of the good work done by Bartlett & Company.

The illustrations are all on the broad margins and are very sketchy in their character. Personally I should prefer half-tones or, at any rate, would like to see the drawings made a little less sketchy and a great deal more exact. I know that this is not an artistic notion and that artists will disagree with me. At the same time, it seems to me that pictures could be just as artistic and more exact in their representation of clothes.

Possibly the pictures show the clothes just as they look on a man, but they don't make them look the way the average man would like to have his clothes look. Realism is a first-rate thing in true art, but I think that a little of the ideal should be infused into art which is for a business purpose.

The best picture in this book is a beautiful half-tone showing collars and cuffs—I mean the best picture from a business standpoint. It is a very plain, simple thing, but is one of the finest bits of half-tone work I ever saw. The collars and cuffs look as if you could pick them right off the page.

Many of the other pictures in the book are, I think, mistakes. They make the man with a presumably new Rogers-Peet suit of clothes look very much as if he had had the clothes three or four years and had just come in from a tramping trip. Moreover, the clothes don't fit. Looking at these pictures it would require a great deal of argument to make me believe that the clothing ever did fit, even when it was new. I don't think that I would advertise new clothing with pictures of stuff that was nearly worn out and that wasn't very good to begin with.

The same criticism applies to the pictures of shoes. None of the shoes

pictured on feet look less than six months old. There is one set of half-tone tracks showing toe-shapes that represent new shoes. The rest of them are old and shapeless.

The text of the book is in the usual good Rogers-Peet style.

WHAT WE DO.

We clothe man—from head to foot, clothe him rightly, clothe him cheaply, clothe him in all his seven ages; from his first juniors to his last seniors.

We fill orders by mail.

Send for samples—for as many as you like, as often as you like.

We send measurement blanks; instructions how to take the measurements.

Write for information of any kind on our subject; we're glad to answer in detail; we never fail to answer a letter.

Send back what you don't like; try again—it costs you nothing.

The only way to find out whether our clothes are right is to try 'em.

Your money back if you want it.

HOW WE DO IT.

We begin right.

The starting point in clothes making is selection of cloth.

Every cloth we purchase, whether for boys or men, undergoes the most rigorous tests for strength, fast color and all wool.

Ten consecutive days' exposure to sun, wind, rain or snow-weather, for color—a far rougher usage than the average garment usually gets.

Boiling in caustic potash—to bring out the faintest trace of cotton.

Result: many patterns pretty to the eye, many striking colors, are dropped out; they'll not stand our tests.

Some manufacturers select cloth with the knowledge that once the eye is pleased, the vital parts—strength, color and construction—will be overlooked.

Poor cloth well cut, well put together, will make a good showing; but like a house built on sand—beware of the first hard storm. No amount of after care can make good a first weakness.

Poor work will spoil the best of cloth.

It's not to be supposed we give extreme care to selection of cloth only to fail in cutting and making; enough said.

In little fellows' clothing the tendency is toward plainer effects, less tinsel, less embroidery, less braid.

A hardship for those manufacturers whose custom it was to plaster inferior goods and work with handsome embroidery, which many took as they would a sugar-coated pill—tasting the sugar and nothing else.

Cloths of comparatively smooth surface give best results.

Rough-faced goods are attractive, in some cases even handsomer than the other kind, but the nap wears off too quickly.

We have both.

When we sell rough-faced goods, we make the difference in wear understood.

Some of our cheaper suits will oftentimes outwear those at double the price—they're made for tough wear.

Speaking of cheap suits, we never make suits with low price in view.

Yet we have 'em—to introduce our kind to the wearers of the other sort.

A few odd sizes of one grade, a few of another, combined together, supply us; if not enough, we mark something below cost. Always some on hand.

Browns and certain shades of green are the colors mostly in evidence, though you'll find, of course, a sprinkling of every color.

Plain blues and blacks always—they'll never lose their popularity.

Custom has made winter travel hand in hand with dark colors.

We're not following custom with all our boys' clothes—some are made from light and bright colors.

Just as much warmth in light bright colors; more cheery.

The pictures in the "Livery" booklet are as bad as the others. There is something wrong either with the coachman or his clothes. Either he has no small of the back, or else his coat doesn't fit.

If I was using a coachman to advertise my livery department, I would get a man who sat up straight and who had the necessary curve in his backbone and I would put a coat on him that fitted, if I had to paste it on.

A hall boy in a wrinkled suit doesn't look particularly swell, and I don't believe that a picture showing this kind of boy would induce me to put my hall boy in livery. I would figure, if he looked that bad in livery, any old clothes would do about as well.

This hall boy ought to be a nice, clean, spruce, stylish-looking half-tone boy, without a wrinkle or a fleck of dirt on him any place.

In advertising it don't pay to picture things exactly as they look in use. You must picture them the way people would like to have them look when they are in use.

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I wonder why it is that the big financiers and promoters are the last people to fall in line with advanced ideas in advertising. Surely the brightest, keenest and most aggressive minds of the country ought to be the first and not the last to adopt improved methods of salesmanship. In a matter of this kind one would think that Wall Street would lead, not follow. It doesn't.

The booklets and prospectuses intended to sell stocks and bonds in railroad corporations, mining enter-

prises, land and development companies, nowadays, are apparently reprinted word for word from the same description of matter that I saw in print twenty years ago. Only the names, localities, figures and a few things like that are changed. There is the same old style, the same old phrases and the same old everything.

One prospectus that is issued to sell stocks or bonds reads almost word for word like any other prospectus for a similar purpose. I am sometimes tempted to believe that a man composed this "financial chestnut" a hundred years or so ago, had it electrotyped with spaces in which to fill in the name of the company, corporation or enterprise, and that all financiers have been using it ever since.

I do not see why financial literature cannot be made more attractive and, consequently, more effective, just as well as merchandise literature. I am sure that no one will deny that merchandise literature has been made more attractive and effective in the past ten years.

I believe that the people who buy stocks and bonds are made of the same old clay out of which other people are made. I believe that they have real blood circulating in their veins. I've met a few of them and never found that they were partial to chestnuts. I've always considered them people capable of enjoying wit, fancy and terse, striking forms of expression, either in business or out of it.

I believe that financial literature not quite so venerable, not quite so wrinkled and dusty and dry, and a little more juicy, would go better with the modern buyer of stocks and bonds.

I am glad that I am not alone in this opinion, and that at least one big financial institution holds with me. I have just received a prospectus of the Union Hill Company, of the Girard Building, Philadelphia. It is a distinct departure from anything that I have seen emanate from Wall street.

It is intended to interest investors in a big mining property in the Black Hills similar to and near the Homestake Mines. Its title is "The Hill of Gold." It is attractively, artistically printed on good quality paper, and there is nothing stingy about it. The first page of letter-press is devoted to a pretty, pathetic little history of the prospector who discovered this wonderful property. The title will catch

any man's attention, the little story will interest and hold him, but only long enough to carry him into the very heart of a mass of tersely put, convincing facts and figures. If, after reading "The Hill of Gold," a man doesn't invest money, he must have very much or very little of it.

I honestly believe that if there were more such prospectuses, and they were spread broadcast among the people, the aggregate of national savings would multiply rapidly. It makes a man want to make and save money to read such a booklet.

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READY-MADE ADS.

[I do not write these ready-made ads. They are taken wherever they are found, and credit is given to the author when he is known. Contributions of bright ads are solicited. The name and address of the writer will be printed, if he wishes it to be.—C. A. B.]

For Millinery.

Our Bargain Day Is Every Day!

We are offering at the very lowest prices, Panamas, leghorns and straw shapes. Also, ribbons, flowers and a full line of trimmed hats.

For Shoes.

It Pays to Talk

about the shoes you are thinking of buying before you use the words, "I'll take that pair." It pays to talk about the leather that goes into the uppers, the soles, the heels, the counters, etc., the kind of thread they are sewed with, the linings and all the details of the shoe. We know something about these matters, and we talk them over with you so that you understand what you are buying. Customers relying wholly on their own judgment often make mistakes.

For Shoes.

They Play Hard

and wear out lots of shoes, those youngsters of ours, and make the shoe bill pretty large for a limited purse; not nearly so large if you take advantage of the close prices we are giving you on all sizes of boys', girls' and little children's shoes.

For Stationery—(By Albert G. Eyrich).

Means Much.

When you notice an especially pretty note, look under the flap of the envelope and you will find our name. Have you noticed those pretty invitations? Our name is on the envelope. There are several new papers in the different shapes—"Delft Blue"—that will make beautiful invitations, or we can sell you the cards and envelopes.

For a Watchmaker.

Back of My Promises

is the certainty of fulfillment of each and every one of them.

When you leave your watch with me for repairs it is sufficient guarantee that you will have an accurate and reliable timepiece.

Did it ever occur to you that more watches are ruined by incompetent workmen than actual wear? We have gained the reputation for miles around for best work and lowest prices. A trial will convince you.

For Stationery—(By Albert G. Eyrich).

It Charms

The Eye

and pleases the senses to receive a note on pretty paper of exquisite quality. There's a brightness, a charming individuality to it that lends itself to the user. Our "Bond Paper" has that style, that elegance of finish that marks it for the world of society. It costs 40c. to 60c. the quire with envelopes.

For Furniture.

Are You a Progressive Thinker?

Did you ever stop to think why there are thousands of iron and brass beds in use today where there used to be so few? Did you ever stop to think what a clean, handsome, beautiful piece of furniture a bed of this kind is? At a glance they offer such convincing proof of their inestimable merits that one is compelled to pause and ask why they have been neglected so long. As in all other goods, there are a great many makes. Here, as usual, when buying for our customers we study the different makes, closely consider styles, quality and prices, and we can confidently say we not only have the most complete line, but the best medium-priced line on the market. A very neat pattern Iron Bed, with extended foot-rail and brass tips, at \$5.00. A better bed with higher head and foot rail, heavier posts and fillings and brass rails, at \$7.00. Still better beds at \$8.75, \$9.50, \$12.00, \$13.50, \$16.00 and so on up. It is necessary for you to see these goods to judge them fairly. You will find our doors swinging on welcome hinges, and the latch key on the outside.

For Real Estate.

It is True

That there is a demand for improved farm and village property. We have a number of customers looking for opportunities to invest money in real estate.

Therefore,

If you have a farm or a village house and lot to sell, you will consult your own best interests by placing the same on your books. We give this business our personal attention.

THE LITTLE GIRL'S QUESTION.

The little girl was four years old. Her mother had said: "I wonder if it's going to be fine," and was reading the weather forecast in the newspaper. The little girl said: "Why do you look in the newspaper to see what the weather's going to be, mamma? Does God make the newspaper?"—*New York Sun*.

ARRANGED BY STATES.

Advertisements under this head 50 cents a line. Must be handed in one week in advance.

CALIFORNIA.

SOUTHERN CALIFORNIA'S matchless paper, *Los Angeles Times*. Circ'n over 18,000 daily.

ILLINOIS.

THE Alton, Ill., SENTINEL-DEMOCRAT has the largest circulation of any daily paper in Southern Illinois.

INDIANA.

THE PLYMOUTH INDEPENDENT is the only daily published in Marshall County, Indiana, which has a population of 34,500.

IOWA.

DUBUQUE HERALD, founded 1836. Family circulation; up to date; circulation steadily increasing. Is it on your list?

KENTUCKY.

LOUISVILLE SUNDAY TRUTH, 12,000 copies each issue. Thoroughly covers the homes of the city and suburbs. Now in its twelfth year. Send for rates and copy of TRUTH to H. D. LA COSTE, 38 Park Row, New York, Special News-paper Representative.

MICHIGAN.

DETROIT COURIER. The family and society paper of Wayne County. 4 cents per line, 10 lines or more.

MONTANA.

HELENA INDEPENDENT—6,400 Daily, 6,600 Sunday, 3,385 Weekly, guaranteed. Leading newspaper in the Treasure State. H. D. LA COSTE, 38 Park Row, New York, Eastern manager.

NEW JERSEY.

THE best test of a paper is what its home people think of it. The Red Bank REGISTER carries more local advertising than any other Monmouth County paper.

NEW YORK.

BINGHAMTON LEADER.

BINGHAMTON LEADER, the tea table favorite.

BINGHAMTON LEADER, leading afternoon paper and the favorite family medium.

BINGHAMTON LEADER, the home paper, filled full of live local and general news; no boiler plate, no fake features, but a legitimate paper commanding the confidence of its constituency.

BINGHAMTON LEADER, first-class penny afternoon paper. Most important daily in that city, commanding the respect and confidence of readers and advertisers alike, both at home and abroad. Average circulation covering every issue 18,000 Daily, 8,000 Weekly, 6,000. More circulation weekly than all the other Binghamton weeklies combined. THE S. C. BECKWITH SPECIAL AGENCY, Sole Agents. Foreign Advertising, New York and Chicago.

MISSOURI.

LAZETTE, West Plains, Mo., leading paper in county. Best farming and fruit-growing district in West. Write for rates.

NORTH CAROLINA.

ADVERTISERS want the best. The Charlotte NEWS has the largest circulation of any daily paper, and the MECKLENBURG TIMES has the largest circulation of any weekly paper, in Mecklenburg County, population over 50,000. Bowles' Directory gives rates. Rates are reasonable. For further information, address W. C. DOWD, publisher, Charlotte, N. C.

OHIO.

DAYTON MORNING TIMES, EVENING NEWS, WEEKLY TIMES-NEWS, 14,000 daily, 4,000 weekly.

KADING daily and weekly papers in Eastern Ohio. THE VINDICATOR, Youngstown, 8,000 d., 8,400 S., 6,000 weekly.

PENNSYLVANIA.

INTELLIGENCER, Doylestown, Pa. Oldest paper in the county—weekly established 1804, daily established 1828; stanchest papers in the county; the only journals owning their home; only exclusively home-made papers in the county, never having resorted to plate matter nor patent sheets. Send for map showing circulation. PASHALL & CO., Doylestown, Pa.

TENNESSEE.

CHATTANOOGA, Tenn., has 50,000 people. THE EVENING NEWS has 35,000 readers. It is an up-to-date newspaper, full Associated Press day report, large engraved machines, perfecting press. Few, if any, nearby railroad towns every day. Greatest local circulation. Best and largest list foreign advertising any paper in the South. Write for rates.

VIRGINIA.

LYNCHBURG NEWS has the largest circulation of any paper west of Richmond. Has only one rate for advertising. No "special" prices to any one. Any information of H. D. LA COSTE, 38 Park Row, New York, Manager Foreign Advertising.

WASHINGTON.

SEATTLE TIMES.

SEATTLE TIMES is the best.

THE TIMES is the home paper of Seattle's 60,000 people.

SEATTLE'S afternoon daily, the TIMES, has the largest circulation of any evening paper north of San Francisco.

WISCONSIN.

146,306 PEOPLE in the Congressional District requires Northern Wisconsin to have a newspaper center of its own. Chicago, St. Paul and Milwaukee papers, when they reach this section, are from nine to eighteen hours old. The Superior TELEGRAM, 5,500 daily, thoroughly covers this section. Rates of H. D. LA COSTE, 38 Park Row, New York.

CANADA.

\$6.00 A line yearly. 30 best papers in Prov. Quebec. E. DESBARATS, Ad Agency, Montreal.

THE Woodstock SENTINEL-REVIEW is the only daily published in the great Oxford dairy district, Ontario, which has a population of over 100,000.

HAWAIIAN ISLANDS.

STAR-DAILY and weekly. The live, popular paper of the country. Covers the group completely. Honolulu, H. I.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

STAMPS FOR COLLECTIONS—Send for lists. E. T. PARKER, Bethlehem, Pa.

Lynchburg NEWS (2,600 D. & S. \$2,000 Weekly).

MAIL TOPEKA, KANSAS

Circulation 7,600 guaranteed—larger circulation than any other Kansas weekly. For rates, etc., address C. Geo. Krogness, Marquette Bldg., Chicago, Ill., Western Agent.

The Evening Journal,
JERSEY CITY, N. J.

Average Daily Circulation for 1895,
14,362.

Guaranteed by American Newspaper Directory.

FISHERS OF MEN

The shrewd advertiser who drops his line into the Jackson, Tenn.,

WHIG..

is sure of a good catch. Only morning paper in a radius of one hundred miles—a veritable Alexander Selkirk in its territory. Jackson is an up-to-date city of 15,000 inhabitants, about a third of a million. It is a manufacturing, railroad and educational center and the trading mart of 300,000 people of snap, push and cash. The WHIG is the key to the situation.

L. J. BROOKS, Prop'r, Jackson, Tenn.

H. D. LA COSTE,

EASTERN REPRESENTATIVE, 38 PARK ROW, N. Y.

Tell me just what you want in the way of a **Booklet**

and I will tell you the cost. I believe no other printer can give better value than I can. I have the very best material and unsurpassed facilities for the execution of this class of work. Everything in PRINTERS' INK is at the disposal of my customers.

When writing for estimate be sure to let me know the following, and then we will do business much quicker: State the size, number of pages, how many words to a page, with or without cover—one or two colors on cover, on inside or both—and how many copies you want.

I will send samples of paper and guarantee my work to give satisfaction. All I ask is that my competitor does the same. If he runs in cheaper paper, give me a chance to figure on same grade before giving out job.

Isn't that fair enough?

Address WILLIAM JOHNSTON, Printers' Ink Press, to Spruce St., New York.

(Sample Booklet Free.)

10 Cents a Copy. \$1.00 a Year.

GODEY'S MAGAZINE.

For October commences a short life of Franklin by George C. Lay, written in an extremely bright and entertaining style. The whole will be completed in three numbers—October, November and December. The Albany Journal says that this will make GODEY'S MAGAZINE famous.

Guaranteed circulation for 1896,
one million copies.

Send for rate card.

THE GODEY COMPANY,
52 Lafayette Place, New York.

The Argus,

ALBANY, N. Y.

EIGHTY-FOURTH YEAR.

At the Capital City of the Empire State.

The Political struggle of the Fall of 1896 will be the greatest this Nation has ever experienced. New York State will be the great Battle Ground. The Six Million People in its confines will read every day of this great battle in the columns of the leading newspaper,

The Albany Argus

(Daily, Sunday and Semi-Weekly)

the oldest and acknowledged leading Democratic Paper of the State, under new editorial and business management.

Nearly half a million people read its columns every day. Sagacious advertisers make their announcements in its columns.

Rates, sample copies, etc., on application.

THE ARGUS CO.,

Broadway and Beaver Street,

ALBANY, N. Y.

From Ocean
To Ocean

The Union
Gospel News

Finds its Way

Being undenominational and
reaching thousands of homes
not reached by any other
paper of its kind.

Advertisers know its value.
Published every Thursday.
Write for rates.

Address

...The...
Union Gospel News,
Cleveland, Ohio.

WHY SPLIT
HAIRS

over a dollar more or
less if, by paying the price,
you get the *Results*? . . .
Results mean Profits!
Equip your plant



"New
Model"

with a

"Century"
Pony!



. because they
will produce greater results
than any other machine!

Campbell Printing
Press & Mfg. Co.

6 Madison Avenue, New York
334 Dearborn Street, Chicago

IOWA

Consumers can better be reached by
an advertisement in the

DES MOINES
Daily
News

than by the use of any other Iowa
Newspaper.

REASON: It has double the circulation
of any competitor.

PROOF: The following table. Read
it carefully. . . .

AVERAGE CIRCULATION OF THE
DAILY NEWS FOR SIX MONTHS, 15157

DATE.	APR.	MAY.	JUNE	JULY	AUG.	SEPT.
1	14580	14600	14750	15400	15270	15615
2	14800	14550	14980	15150	15005	15005
3	14800	*	14980	15175	15140	15100
4	14950	14500	15250	15200	15205	15205
5	*	14700	14900	*	15140	15260
6	15150	14500	14900	15300	15360	*
7	14900	14850	*	15090	15245	15650
8	14550	15000	15150	15250	15625	15610
9	14800	14600	15275	15350	15130	15090
10	14850	*	15050	15250	15250	15250
11	14860	14630	15100	15140	15270	15630
12	*	14500	15000	*	15050	16130
13	14810	14500	15100	15110	15160	*
14	14775	14500	*	15080	15360	15290
15	14700	14500	15000	16120	15205	15100
16	14700	14790	15180	15350	*	15125
17	14700	*	15060	15135	15140	15430
18	14800	14600	15050	15350	15105	15050
19	*	14500	15300	*	15165	15130
20	15000	14400	15100	15040	15185	*
21	14850	14550	*	15125	15150	15100
22	14800	14550	15250	15215	15350	15010
23	14900	15100	15300	15160	*	15100
24	14600	*	15250	15270	15150	15040
25	14600	21150	15350	15445	15130	15100
26	*	15250	15575	*	15400	15160
27	14630	15050	15550	15885	15685	*
28	14600	17100	*	15540	15680	16050
29	14600	14700	15600	15565	15005	15120
30	14600	14825	15625	15225	15180	*
31	15345	15020	...

Total for
months,
Average.

3,4295 391015 397495 397900 395668 398170

4,780 16039 15280 15304 15218 15175

I, P. B. Durley, Treasurer of the Des Moines News Company, on oath state that the above statement is true and correct.

I further depose and say that the number of papers spoiled in printing, left over, and returned unsold, averaged less than 300 per day, all others being used in the regular, bona fide circulation of the paper.

P. B. DURLEY.

Subscribed and sworn to before me
this second day of Oct., 1896.

A. J. LEE,
Notary Public in and for Polk County, Iowa.

DO YOU PUBLISH A NEWSPAPER?

Are you keeping a record of your issues?

Do your actual issues average more than a thousand copies?

If so, you can have the exact figures inserted in the American Newspaper Directory for 1897, showing the actual average issue or sale during the entire year 1896. It will cost you nothing—provided you furnish the requisite information, duly signed and dated, and in a form that will insure the information being definite.

Circulation statements to insure attention should cover every issue in 1896, and be sent in not earlier than January 2d or later than January 16th, 1897.

All communications should be addressed

Editor AMERICAN NEWSPAPER
 DIRECTORY,
 10 Spruce Street, New York.

"New England's Family Paper."

The Portland Transcript

Circulation, 23,000

The Transcript has a reputation for Literary Merit, Accuracy, Honesty, Fairness, Consistency, Enterprise, Solidity, Worth.

*This is the result of sixty
years of honest endeavor.*

The Transcript reaches the best people of New England. Its readers believe in the paper. Every advertiser knows what that implies.

TRANSCRIPT CO.
PORTLAND, MAINE.

A
GOOD AD—

IN A
GOOD MEDIUM—

You furnish the Good Ad. WILL COMMAND RESULTS.
We will supply the Good Medium.

THE HOUSEKEEPER.

The Oldest "Domestic" Magazine.
TWENTY PAGES SEMI-MONTHLY.

MORE THAN 100,000 WOMEN TAKE IT.
They believe in it; love it; are guided by it.

Circulation
Guaranteed & Rates
Reasonable & Correspondence
Solicited

The Housekeeper Corporation, Minneapolis, Minn.

CHICAGO : BOYCE BUILDING.	401-2-3 TEMPLE COURT.	BOSTON : 55 EQUITABLE BUILDING.
W. J. KENNEDY IN CHARGE.	C. E. ELLIS, Manager.	E. R. GRAVES IN CHARGE.

IS IT ON YOUR LIST?

Advertisers who wish to introduce their names, announcements and their articles into the homes of Dubuque and Northern Iowa should place their ad in the right medium; which is the

Dubuque Herald

Sixty-first year; daily and weekly; reliable family circulation—the kind advertisers wish to reach.

THE HERALD,
Dubuque, Iowa.

SEND FOR RATES

for advertising space in

Faulkner's Magazine

At fifty cents a year it is the cheapest monthly fashion magazine published. The circulation is guaranteed and proven to be over

— 50,000

copies each and every issue. Forms close on the 25th of the month.

Faulkner's Magazine,
23 Park Row, New York.

Papers

Of the attractive kind attract prospective buyers. Your announcement told pointedly and published in

THE GRAND RAPIDS DEMOCRAT.....

will attract new customers. Advertisers say THE DEMOCRAT's custom-pulling powers are worthy of the attention of merchants that as yet do not use its columns. We would like to talk with you on this question. May we?

Leading Paper in Michigan (outside Detroit).

H. D. LA COSTE,
38 Park Row, New York,
Eastern Manager.



A Guaranty.

**The...
Anaconda
(Montana)
Standard**

Guarantees its advertisers a PAID circulation, Daily and Sunday, THREE TIMES GREATER than that of any other newspaper published in the State of Montana. Advertising contracts will be made subject to this guaranty. Only daily newspaper in the great Northwest furnishing advertisers with a sworn circulation statement.

**Sunday, - - 10,227 } Average.
Daily, - - 9,589 }**

SPIRITUALIST PAPER

Light of Truth.

Established 1886.

Circulation 27,000 WEEKLY.

SEND FOR SAMPLE COPY.



FRANK E. MORRISON,

Publisher's Special Agent,

TEMPLE COURT, New York. BOYCE BUILDING, Chicago.

LYNN S. ABBOTT, in charge Chicago Office.

Enzeiger... Des Westens

ESTABLISHED
1834

THE GREAT GERMAN-AMERICAN
PAPER OF THE WEST AND
SOUTHWEST

DAILY, . . . 8 pages
SUNDAY, 24 to 32 pages
WEEKLY, . . . 12 pages

The leading, the foremost German daily of St. Louis—
its circulation by far exceeds that of all the others.
The **Anzeiger des Westens** pays more postage for its issue
through the mails than any other German paper in St. Louis.
The **Anzeiger des Westens** covers the German field of the
West and Southwest.

THE ANZEIGER DES WESTENS is always ready and willing to prove by a
comparative investigation of all books—not of cash books only, which
may be doctored—nor by affidavits, which some persons with an
elastic conscience, and no sense of dishonor, make as easily as eating
a good dinner, but by an investigation of everything, that its circulation
is far greater than the circulation of any other German paper in St.
Louis.

JOHN SCHROERS
BUSINESS MANAGER

EMIL CARO
ADVERTISING MANAGER

Anzeiger Association

PUBLISHERS

ST. LOUIS

The Christmas Number

THE NEW YORK

OF

DRAMATIC MIRROR

for
1896

[ESTABLISHED JAN. 4, 1879.]

will be published about November 28, and
will be, as it has been in former years, the
finest Xmas issue in America. It will have
the largest circulation of any Theatrical pub-
lication in the world, probably more than all
others combined.

For advertising rates write to

HARRISON GREY FISKE,
Editor and Proprietor.

1432 Broadway, N. Y.
TELEPHONE 621-28.

FIGURE AS YOU MAY

*You can't
reach 'em any other way.*

...THE... STANDARD UNION

finds a warm spot in the hearts of intelligent people who are not attracted by veneer, and are buyers of the substantial commodities of every-day use.

A shrewd advertiser WON'T IGNORE THIS CLASS

Advertisers —

of Household Goods
will do well to watch
for the

October Womankind

HOSTERMAN PUB. CO.

150 Nassau Street, * Springfield,
New York. * Ohio.

8,958 orders

each one accompanied by the cash, came to my office from January 1 to September 30 this year. They covered every State and Territory in the Union, with the exception of Alaska. I also received orders from Mexico, Argentine Republic and Australia.

An average of one thousand (1,000) orders per month is a remarkable showing, taking into consideration the dullness of trade for several months past, and the fact that I employ no travelers on the road.

My advertisements appearing weekly in PRINTERS' INK have brought me more returns than twenty (20) agents would, even if working every part of the United States. I keep no books. I ship no ink without first receiving the money. If the goods are not found satisfactory I buy them back. My job inks are the finest ever produced by the art of man, and are sold at 25 cents a $\frac{1}{4}$ -lb. can, with the exception of Carmines, Bronze Reds and Fine Purples. For these I charge 50 cents a $\frac{1}{4}$ -lb. can. My news ink—positively the best ever made—is sold in 25-lb. kegs at 6 cents a pound, and in 500-lb. barrels at 4 cents a pound, but the cash must accompany the order. Send for my price list. Address

PRINTERS' INK JONSON,

8 Spruce St., New York.

The Kansas City World



Is the only Newspaper published in Kansas City which gives a sworn statement of its daily circulation to advertisers at home as well as abroad.

KANSAS CITY, Mo., Sept. 28, 1896.

For the week ending Saturday, September 26, the circulation of the KANSAS CITY WORLD was as follows :

Sunday, Sept. 20,	28,035
Monday, Sept. 21,	27,385
Tuesday, Sept. 22,	27,225
Wednesday, Sept. 23,	27,380
Thursday, Sept. 24,	27,475
Friday, Sept. 25,	28,135
Saturday, Sept. 26,	27,835
TOTAL,	193,470
Daily average for 7 days,	27,638

We hereby swear that the above statement of circulation is true and correct.

L. V. ASHBAUGH, Business Manager.

L. A. NOURSE, Pressman.

Sworn to and subscribed before me this 28th day of September, 1896.

JOSIE MAY KEMP,

Notary Public.

[SEAL] My commission expires October 7, 1899.

\$1,000 forfeit will be paid any person who successfully assails these figures.

THE WORLD, Kansas City, Mo.



A. FRANK RICHARDSON,
Chamber of Commerce, Tribune Building,
CHICAGO. NEW YORK.

Red Lion Court, Fleet Street,
LONDON.

“Many are called,
But few are chosen.”

THE *Syracuse*
Post - - -

is the “chosen” representative of the
good people of Central New York. *

STRONG,
VIGOROUS
and CLEAN.

No doubtful advertising admitted to its
columns. Guaranteed paid circulation
exceeding * * * * *



Indorsed by the Colleges, Churches, Schools,
Merchants, Doctors, Manufacturers and
Business Men's Association. * * * *
The Post sets the pace and heads the
procession. * * * *

A. FRANK RICHARDSON,

New York,

Chicago.



OFFICIAL STATEMENT.

The Boston Traveler

Exhibits official statements showing that its circulation for the four months ending March 1, 1896, is more than two and one-half times greater than for the corresponding period one year ago.

The country circulation has kept pace with the city sales, and in consequence general as well as local advertisers are using its columns freely. Eight to sixteen pages, one cent a copy.

ADVERTISING GROWTH.

The TRAVELER closes its seventy-third year with a record-breaker. Note the advertising showing in the leading Boston papers:

<i>Saturday's Traveler</i> ,	-	<i>73½ columns</i>
<i>Sunday Post</i> ,	-	<i>41</i> "
<i>Saturday's Herald</i> ,	-	<i>36</i> "
<i>Saturday's Globe</i> ,	-	<i>34½</i> "
<i>Sunday Journal</i> ,	-	<i>24¾</i> "

NEW ENGLAND'S BEST EVENING NEWSPAPER.





In all America

*But Five other
Semi-Weeklies*



Have credit for so large a guaranteed circulation as is accorded by the American Newspaper Directory to . . .

The Semi-Weekly Topeka Capital



The Weekly Newspaper is too slow for the progressive, up-to-date farmer. The kind of a farmer who has use for what you have to sell and money to buy it. If he is not situated so that he can conveniently take a daily he wants the next best thing, a semi weekly paper with all the news of the world while it is fresh and interesting. **IN KANSAS**

The Semi-Weekly Capital fills the popular want to perfection. It is the leading farm and family newspaper. It reaches over 1,200 post-offices and circulates in every county in the State.

Average circulation for first 6 months, 1896, **15,439.**



YOU DON'T NEED

A MAGNIFYING GLASS TO ASCERTAIN
THE COUNTRY COVERED BY

The Salt Lake Tribune

JUST REFER TO THE MAP. : : : : ONE PAPER FOR SIX STATES.

Covers an area of 629,019 square miles, or more than nine times the area of all the New England States.



THE S. C. BECKWITH SPECIAL AGENCY



.....CIRCULATION OF.....

THE SEATTLE TIMES

For Six Months from January 1st to
June 30th, 1896, inclusive.

	Jan.	Feb.	March.	April.	May.	June.
1	4,800	5,100	Sunday	4,975	5,000	5,050
2	4,850	Sunday	5,100	4,975	5,000	5,125
3	4,850	5,200	5,150	5,050	Sunday	5,125
4	4,850	5,200	5,100	4,950	5,500	5,050
5	Sunday	5,200	5,050	Sunday	5,000	5,270
6	5,200	5,100	5,000	6,500	5,100	5,050
7	5,000	5,100	5,075	5,000	5,100	Sunday
8	5,000	5,050	Sunday	5,000	5,100	5,050
9	4,850	Sunday	5,075	4,950	5,100	5,050
10	4,900	5,050	5,000	4,975	Sunday	5,125
11	4,900	5,000	5,000	5,375	5,040	5,125
12	Sunday	5,200	5,000	Sunday	5,000	4,950
13	4,950	5,050	4,875	5,025	5,375	5,075
14	5,000	5,050	5,000	5,125	Sunday	5,275
15	5,000	5,000	Sunday	5,000	5,000	5,375
16	5,000	Sunday	5,000	4,975	4,950	5,450
17	5,000	5,050	4,940	5,300	Sunday	5,450
18	4,950	5,500	4,950	5,000	4,950	5,925
19	Sunday	5,050	4,940	Sunday	5,050	5,525
20	5,000	5,150	4,950	6,450	4,950	5,450
21	5,000	6,300	5,000	4,950	4,950	Sunday
22	5,000	5,200	Sunday	4,950	5,050	5,500
23	5,000	Sunday	4,950	5,000	5,000	5,510
24	5,000	5,150	5,000	4,890	Sunday	5,525
25	5,000	5,050	5,100	4,950	5,050	5,375
26	Sunday	5,050	5,100	Sunday	5,250	5,500
27	5,100	5,075	5,025	4,950	5,350	5,525
28	5,050	5,100	5,150	5,050	5,350	Sunday
29	5,050	5,050	Sunday	5,050	5,350	5,525
30	5,050	5,050	5,020	5,050	5,000	5,325
31	5,050	5,050	4,950	Sunday		
Totals,	134,450	129,025	130,540	133,865	134,815	138,205
Daily Avg.	4,979	5,161	5,020	5,148	5,185	5,315

SEATTLE, WASH., July 9, 1896.

I HEREBY CERTIFY that the above statement is true and correct; and further, that the Press-room, Circulation Books, etc., of THE TIMES are always open to inspection by advertisers and others desiring full information.

C. A. HUGHES, Manager.





"Nothing Succeeds Like Success!"

Twenty-five years ago two well-equipped young men (brothers), one a strong, vigorous writer, the other with good business ability and training, went to Wichita, then a small village. They established

• THE • Wichita Eagle

and with it built a city which to-day is the *Railroad Center* and *Commercial City* of the State.

It has **10,000 SUBSCRIBERS.**

It publishes every word of the Associated Press Report each morning.

Its Editorials are fearless and clean cut.

Its miscellany is up to date.

It commands the respect and confidence of its constituency.

It does business on a cash basis. It owes no man a dollar.

It carries the best class and the largest line of Foreign Advertising of any paper in the State.

It reaches its field twelve hours ahead of any other daily.

It has no competitors.

It held its Subscription List despite the hard times of the Spring and Summer.

It is now increasing it daily.

It has no kicks because of its unparalleled success.

It has The S. C. Beckwith Special Agency for its sole agents, Tribune Building, New York, The Rookery, Chicago.

R. P. MURDOCK, Business Manager.



Advertisers—

Why pay for a large circulation in *St. Louis* when less than half of it is really in *St. Louis*—the *balance* far out in Arkansas, Mississippi and Texas.

This is where the circulation of the

St. Louis Star

differs from that of some of the other papers in that city, which claim nearly double that of the *STAR*.

The *STAR* only claims

48,000 Daily; 50,000 Sunday

but most of this circulation is in *St. Louis* and its *immediate suburbs*—and not scattered through surrounding States at points from 300 to 500 miles distant from *St. Louis*.

Furthermore, 70 per cent of the *STAR*'s circulation is *delivered by carriers* into the homes of the best people of *St. Louis*—the purchasing element.

The *STAR* is the Leading Republican Evening Paper of St. Louis.

Its superiority as an advertising medium will assert itself to any one taking the trouble to investigate.

Rates are reasonable for the circulation, and the advertiser gets more for his money in the *STAR* than in any other *St. Louis* paper.

For further particulars—

Consult Eiker, You Know Him!

11 TRIBUNE BUILDING, NEW YORK CITY.



**In Close Quarters
Requires Good Steering.**

The same applies to business success.
To steer your craft right to the goal of
fortune advertise properly. The

STREET CARS...

are a medium that are always in evi-
dence. They know no morning or
evening edition, but, like the brook,
"they go on forever," and your card
should be there. * * * * *

GEO. KISSAM & CO.,
253 Broadway, N. Y.



A Confidence Game *

catches the "Rubens" every time and they get a "Gold Brick." There are many similar games in Advertising. Wise and successful men stick to mediums of known worth. *

STREET CAR *

Advertising

is one of them and we are its exponents. *

GEO. KISSAM & CO.,
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The Whole Country

ONE MILLION FIVE HUNDRED THOUSAND CIRCULATION *

Advertisers desiring to reach every section of the United States, without investing a very large amount of money, will find the following a good list of papers :

Montgomery	Ala.	Advertiser	Weekly
Phoenix	Ariz.	Herald	Weekly
Little Rock	Ark.	Gazette	Weekly
San Francisco	Cal.	Examiner	Weekly
Denver	Colo.	Times	Weekly
Hartford	Conn.	Times	Weekly
Wilmington	Del.	Gazette and State Journal	Weekly
Washington	D. C.	Post	Weekly
Jacksonville	Fla.	Times-Union	Weekly
Atlanta	Ga.	Constitution	Weekly
Boise City	Idaho	Statesman	Semi-Weekly
Chicago	Ill.	Inter-Ocean	Weekly
Indianapolis	Ind.	Sentinel	Weekly
Des Moines	Iowa	Register	Weekly
Topeka	Kan.	Capital	Semi-Weekly
Louisville	Ky.	Courier-Journal	Weekly
New Orleans	La.	Times-Democrat	Weekly
Lewiston	Me.	Journal	Weekly
Baltimore	Md.	American	Weekly
Springfield	Mass.	New England Homestead	Weekly
Detroit	Mich.	Free Press	Weekly
St. Paul	Minn.	Pioneer Press	Weekly
Jackson	Miss.	Clarion-Ledger	Weekly
St. Louis	Mo.	Republic	Weekly
Helena	Mont.	Herald	Weekly
Omaha	Neb.	Bee	Weekly
Reno	Nev.	Gazette	Weekly
Concord	N. H.	Statesman	Weekly
Newark	N. J.	Sunday Call	Weekly
New York	N. Y.	World	Weekly
Raleigh	N. C.	Caucasian	Weekly
Fargo	N. D.	Forum	Weekly
Cincinnati	Ohio	Enquirer	Weekly
Guthrie	Oklahoma	State Capital	Weekly
Portland	Ore.	Oregonian	Weekly
Philadelphia	Pa.	Press	Weekly
Providence	R. I.	Journal	Weekly
Charleston	S. C.	News and Courier	Weekly
Huron	S. D.	Huronite	Weekly
Memphis	Tenn.	Commercial Appeal	Weekly
Galveston	Texas	News	Weekly
Salt Lake City	Utah	Tribune	Semi-Weekly
Burlington	Vt.	Free Press	Weekly
Richmond	Va.	Dispatch	Weekly
Seattle	Wash.	Post Intelligencer	Weekly
Wheeling	W. Va.	Register	Weekly
Milwaukee	Wis.	Wisconsin	Weekly
Cheyenne	Wyo.	Sun-Leader	Weekly

One Inch, one time, in above 48 papers, costs \$141.93.

A DEFINITE OFFER.—For \$140, net cash, we will insert a one-inch advertisement once in all of the above 48 papers, and give one insertion, without further charge, of the same advertisement in 175 country weeklies.

If the advertisement is already appearing in any of the above-named publications we will substitute others of similar circulation and value.

THE GEO. P. ROWELL ADVERTISING CO.,

10 Spruce Street, New York.

"The Rookery," Chicago.